

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LIV.

NEW YORK, JANUARY 24, 1906.

No. 4.


(From *Printers' Ink*, Jan. 17.)

SELF-INVESTIGATION OF LEWIS PUBLICATIONS.

Certain assertions reflecting on the genuineness of the subscription lists of the *Woman's Magazine* and *Woman's Farm Journal*, St. Louis, have been a feature of the recent troubles of the Lewis Publishing Co., that city. The company, however, has taken prompt action to disprove them and show the character of the circulation of its periodicals. Ten prominent business men of St. Louis, at the request of the Lewis Publishing Co., have agreed to conduct an investigation of its mailing lists, cash subscription accounts and records. This committee is composed of:

L. B. Tebbetts, vice-pres. Commonwealth Trust Co. and director National Bank of Commerce; Geo. H. Augustine, secretary Carleton Dry Goods Co.; L. D. Kingsland, pres. Kingsland Mfg. Co. and pres. St. Louis Manufacturers' Association; Ex-Lieut. Gov. John B. O'Meara, pres. Hill-O'Meara Construction Co.; I. H. Sawyer, director Brown Shoe Co.; Wm. Bagnell, pres. Bagnell Timber Co.; Joseph W. Jamison, Jamison & Thomas, Counselors-at-law; Geo. T. Coxhead, general sec. Y. M. C. A.; Ex-Congressman Hon. Nathan Frank, St. Louis *Star-Chronicle*; Jackson Johnson, vice-pres. Roberts, Johnson & Rand Shoe Co.

The actual investigation will be carried on by five members, and will be most thorough, the company having set aside \$10,000 for expenses and authorized the employment of outside clerks and accountants. Walter B. Stevens, formerly Washington correspondent of the St. Louis *Globe-Democrat*, and later connected officially with the St. Louis Exposition, will act as head of the sub-committee and personally supervise the inquiry. A daily report is to be made, and when the whole matter has been canvassed a full report concerning the circulation of the *Woman's Magazine* and *Woman's Farm Journal* will be given to the advertising public in the form of an affidavit. It is expected that this report will be ready by February 1 at the latest.

 Arrangements are now being made with the Association of American Advertisers to have their circulation experts make a thorough canvass of our subscription lists, and publish over their official certificate their count of ACTUAL SUBSCRIBERS to the *Woman's Magazine* and *Woman's Farm Journal*.

LEWIS PUBLISHING CO., St. Louis, Mo.

YOUR INTERESTS

ARE OUR INTERESTS

- ¶ The Butterick Trio's attitude is one and the same thing to **manufacturer** and **consumer** alike.
- ¶ To Consumer: "Your interests are our interests."
- ¶ To Manufacturer: "Your interests are our interests."
- ¶ This, simply, is the standard of Butterick advertising.
- ¶ This is the keynote of its success.
- ¶ This is the principle, the consistent upholding of which has made

THE BUTTERICK TRIO

The Delineator The Designer The New Idea Women's Magazine
the **Nation's household order-sheet.**

- ¶ Over seven million readers are waiting each month for the advertising news of your product.
- ¶ They give it thorough investigation in the home-circle; they give it their confidence because they know the standard of Butterick advertising, that every single advertiser has our silent recommendation as to his reliability and honesty.
- ¶ Have you an article of merit?
- ¶ Will you make it easy for 7,000,000 possible purchasers?
- ¶ We help you "make it easy."
- ¶ Then we give you your "money's worth."
- ¶ "Your interests are our interests."

Talk it over with a Butterick Representative.

RALPH TILTON

Manager of Advertising
Butterick Building, New York

W. H. BLACK
Western Advertising Manager
Chicago, Illinois

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

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VOL. LIV.

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ADVERTISING A HIGH- GRADE SUBURB.

A LARGE APPROPRIATION SPENT IN NEWSPAPER ADVERTISING THE PAST SUMMER TO MAKE "PALISADE" KNOWN TO NEW YORKERS—THIS PUBLICITY ONLY A DETAIL IN A SYSTEM THAT WORKS OUT RESULTS BY MAIL LITERATURE AND SALESMEN—E. E. SLOCUM OUTLINES METHODS IN WHAT HAS BEEN THE MOST CONSPICUOUS REAL ESTATE CAMPAIGN OF THIS YEAR IN NEW YORK CITY.

The word "Palisade" was unknown in New York last spring, except as a general term applied

that Palisade is also the name of a suburb on top of these bluffs opposite 130th street, reached by the Subway and a ferry. The Hudson River Realty Company, acquiring a tract of restricted ground there, embracing 15,000 large building lots, has platted part of it, erected many residences, valued at \$10,000 to \$30,000, and with the opening of spring began a campaign of newspaper advertising that has been conspicuous for the amount of expenditure and for the interest of the announcements. It has also been notable for sales.

The advertising and selling of



W. W. SLOCUM



E. E. SLOCUM.

to the high bluffs that form a wall for many miles along the west bank of the Hudson. But by Thanksgiving hardly any reader of New York daily papers could have been ignorant of the fact

property in Palisade is in the hands of W. W. and E. E. Slocum, selling agents, with offices in the Times Building. The former manages the sales department, while promotion is in the

hands of E. E. Slocum. Until he undertook the publicity of Palisade Mr. E. E. Slocum had never advertised realty other than in a small way, incidental to a brokerage business, and his training had been along office lines rather than in the field of selling, where so much about advertising may be learned. But he had had experience as a newspaper reporter on the Syracuse *Herald* after leaving school, and had learned how to write. When the advertising plans of Palisade were taken up he studied realty advertising and the New York dailies, and as a result of approaching the proposition from the outside has succeeded, in making his advertising highly effective.

"We had one theory that has dominated our newspaper advertising the past summer," said E. E. Slocum, "which was to introduce Palisade to the New York public in so conspicuous a manner that everybody would know where it is the first year. For this reason our newspaper expenditure has been large, the ads have appeared frequently, and the campaign has lasted from the middle of April right up to the beginning of winter. There is no question as to the value of this heavy expenditure in newspapers for introductory purposes. Nobody knew Palisade March 1, while now, eight months later, there is probably no suburb about New York that is better known, no matter how long it may have been established. Palisade was opened to the public April 15. On September 15 we sold twenty-three residences, 116 lots, had thirty-nine residences under construction to be completed before the opening of winter, and were preparing to build one hundred more houses this winter. Every completed house had been sold except two very large ones, and a number that were unfinished had been taken.

"Our ads appeared several times a week in the *Times*, *Sun*, *Evening Post*, *Globe*, *Telegram*, *Brooklyn Eagle* and other metropolitan papers. In almost every

case the ads have appeared on news pages, and this has been their strength, for while the space was generous, averaging six inches double-column, they would not be considered strikingly large announcements on the real estate pages. The use of news pages was determined upon after some interesting cogitation. I have read the New York *Sun* for twenty-five years, and have regarded it as my ideal of a newspaper, and know that hundreds of business men read it every morning, and that if any paper in New York reaches the class of people who buy high-grade real estate, the *Sun* does. Yet I had frequently used it for realty advertising in a small way, going into the real



COMMUTERS!

Were you among the tens of thousands trapped on the line of the Lackawanna railroad, forced last Saturday to abandon that road entirely and struggle into your offices an hour or two late just because some bull had hunted a freight train off the track in the early morning? Was it a torment for you to be on hand when the market opened? Or did you have other pressing matters requiring attention? If not one of the sufferers this side, are you not having these experiences too frequently—NO MATTER WHAT LINE OF RAILROAD you have to use to reach your home, ten, fifteen or twenty miles away? Eliminate railroads entirely!

Minimize delays as well as danger!

At Palisade you board an electric car, or if the time has fled up, WALK TO THE FERRY! A child can do it in ten minutes. Five minutes more takes you across the ferry. Thirty minutes in the Subway land you at Wall street. (Convenient destinations, every one of them.) A clean, safe, pleasant, "no time" trip from an Ideal Suburb combining all the advantages and some of the disadvantages of the best, ONE MILE FROM MANHATTAN ISLAND. We are selling houses faster than we can finish them.

Just across the Hudson, via 130th St. Ferry, W. W. & E. E. SLOCUM, Selling Agents.

Send for our descriptive book, "Palisade in color."

PALISADE

estate columns, and could never get results. Other papers brought them, but not the *Sun*. This seemed strange, and I could never understand it until one day it occurred to me that I seldom got past the *Sun's* editorial page in the morning. The first page usually had a news story that turned one over onto the second page. The second and probably the third pages would then be examined, and after that I would usually turn the paper to get at the editorials. But at all events there was so much of interest in the

(Continued on page 6.)

REAL ESTATE ADVERTISING APPEALS TO THE HOME-LOVING PEOPLE.

¶ Real Estate advertisers aim to use the papers that have the largest home circulation amongst the buying and thinking classes—people that are most directly interested in home-life and home-buying.

¶ In Baltimore, Indianapolis, Montreal and Washington, the papers appended below, lead in amount of **Real Estate Advertising** (display and classified) carried in their respective territories.

¶ There is a good reason for this. Each paper has the largest home circulation amongst the buying, thinking and influential classes in its respective locality. One "ad" will put you in touch with an army of buyers.

¶ 'Tis important that you have these papers put on your list.

¶ More "Reasons Why," for the asking.

The Baltimore News.

The Indianapolis News.

The Montreal Star.

The Washington Star.

Special Representatives:

DAN A. CARROLL,
Tribune Building,
NEW YORK.



W. Y. PERRY,
Tribune Building,
CHICAGO

first six or eight pages of the *Sun* that hardly once a month would I reach the financial and real estate pages. What I did, others must do. Therefore, we decided to put our Palisade advertising on the news pages where men *must* see it, and thus we have secured not only prominence for the announcements, but a position where there has been little other realty advertising to compete.

"Palisade is a man's proposition—a business man's proposition. All our advertising is directed to men, and the man we have in mind must conform to three conditions:

"First, he must be a man who owns no home—a renter or apartment dweller;

"Second, he must be financially able to buy a home in Palisade, where prices range from \$7,500 to \$30,000 and more;

"Third, he must be a man of such character as we would desire to have in a high-class suburb.

"Our newspaper advertising, besides giving the property general publicity, was intended to find such prospects. It has found them. We are very well pleased with actual results that can be traced to some of the papers. The ads on news pages have had so much to do with returns that we would rather have one announcement there than six on the classified realty pages. To this statement we would, perhaps, except the *Herald*, which is read largely for its advertising, especially on Sunday, and is made up more as an advertising medium than a newspaper. The *Herald* is an enormous bulletin, and no real estate man nor any person thinking about real estate fails to get it on Sundays. Because we wanted to reach business men the morning papers have been by far the most productive—especially the *Sun*, *Herald* and *Times*. Our evening advertising has been confined to the *Post*, *Globe*, *Telegram* and *Brooklyn Eagle*, but has not been conspicuously effective. The *Times*, selling at one cent, has a large suburban circulation, and

this has been valuable, for many of our sales have been made to suburbanites.

"There have been two temptations to resist in this advertising. One was that of being too eager for inquiries, offering a free book or 'something for nothing' as an inducement to bring them in. The other was that of indulging in generalities about the property, publishing flowery talk instead of good selling arguments.

"Our follow-up work is costly. We have a book about Palisade that is perhaps the most luxurious bit of real estate literature a-going in New York, filled with three-color illustrations and printed in expensive style. One of these books sent to a curiosity-seeker is wasted. But we have been quite successful in giving our newspaper ads a tone that stamps Palisade as a strictly high-grade proposition, so that requests for the book from people who are able to buy only moderate-priced realty have not been many. I believe that the curiosity-seeking element in advertising inquiries is steadily decreasing, especially in New York. So many advertisers offer literature nowadays that curiosity is becoming sated. The novelty of sending for booklets has worn off. Then, where inquiries come from one city, it is possible to determine the character of an inquirer by his address, and to send appropriate literature. In every case where there has been doubt as to the ability of the inquirer to purchase in Palisade we have sent our salesmen for definite information. Newspaper advertising has brought many people direct to the property, preceded by no inquiry, but among these visitors, too, the element of curiosity-seekers has been small—altogether negligible.

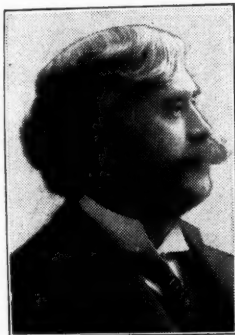
"In writing the ads I have employed home arguments very freely, on the supposition that no matter how well off a man may be he wants a home of his own. Convenience of location has been another leading point, and the wonderful possibilities in New York realty another. Description.

(Continued on page 8.)

Pierce Publications

Appropriate \$75,000 for

Circulation Promotion in 1906



Mr. James M. Pierce, publisher of the Pierce Publications, a group of five great agricultural and rural periodicals, has appropriated \$75,000 for the promotion of the circulation of his papers in 1906. This is one of the largest circulation appropriations ever made by a single publishing house, yet is distinct from and in addition to the expense of the regularly organized subscription work of Mr. Pierce's papers and magazines.

THE PIERCE PUBLICATIONS—the *Iowa Homestead*, the *Farm Gazette* and the *Homemaker*, Des Moines, Ia.; the *Farmer and Stockman*, Kansas City, Mo., and the *Wisconsin Farmer*, Madison, Wis.,—recorded an actual gain of 40.407 cash yearly subscrip-

tions in 1905, bringing them safely past the quarter of a million mark. The appropriation of \$75,000 is expected to add fully 100,000 subscriptions to the five publications in 1906. Eight States of the Great Middle West will be systematically canvassed for high-class subscriptions, on an entirely new and original plan.

The weekly *Iowa Homestead* is the foremost agricultural publication in the world; pays more money for editors and contributors and carries a larger volume of advertising than any other. Its circulation exceeds 75,000, of which over 50,000 is in the rich State of Iowa.

The *Homemaker* is a delightful monthly magazine for farmers' wives, daughters and children. Its circulation is 120,000, and rapidly increasing.

The *Farmer and Stockman* has 35,900 circulation among the prosperous farmers and breeders of Missouri, Kansas, Oklahoma and Indian Territory. It has no real rival in the Southwest.

The *Wisconsin Farmer* is an old favorite with the farmers and dairymen of Wisconsin, and is rapidly growing in circulation and influence.

The *Farm Gazette* is a beautiful magazine, printed on heavy book paper, with a handsome cover in colors, and richly illustrated. Now in its second year, it is growing with wonderful rapidity.

Display space in the five Pierce Publications is sold at the flat rate of \$1 per agate line. Rates on single publications very reasonable.

tions of houses, one to an ad, have along I have tried to avoid flow-
interested many persons. All ery talk and to publish selling ar-

**DON'T TABLE
THAT GOOD RESOLUTION**

¶Never in the history of New York have conditions more
urgently demanded that you put into effect your determination
to own a home.

¶Within the last thirty days rentals on Manhattan Island have
been advanced somewhere from five to ten per cent. The
same statement applies to practically every suburb of New
York. Where will it end?

¶The geographical limitations of New York City are aban-
donably definite. Land area will not expand but the population
here is increasing at an appalling rate. New York now has
four millions of people. The Hon. Paul Milton ex Secu-
tary of the Navy, in the July Independent, writes —
"It will not be many years before New York
City has a population of ten million people."

¶The position of the tenant, now most trying, will become
intolerable. Many people are grasping the situation and we
are selling high class homes at Palisade faster than we can
complete them. Face the facts! Buy a home now as a place
to put it when you are ready. With such an investment once
made you may rest serenely content with whatever comes.
May we tell you why Palisade offers unsurpassed advantages
as a high class place of residence?

REAL ESTATE FOR SALE. REAL ESTATE FOR SALE.

PALISADE 10081 PERRY CAL YOUR OFFICE

TIME IS MONEY

You are doing business in the busiest city on earth, where
most men crowd into a single day the work of a week. Work
is planned ahead and every moment is valuable.

Henceforth the New York business man wishing to buy a
country place has been forced to consider property from 10 to
50 miles distant because nothing of a high character was offered
nearer at hand.

The development of the vast tract of 1,000 acres on the
west bank of the Hudson, owned by this Company for many
years, now offers high grade all year round country homes ONE
MILE FROM THE CITY. We have sold all our homes
excepting two very large ones. If you select an unfinished
house now, we will trim and decorate it to suit you. Those
already built and sold will indicate the grade of our workman-
ship. If your friends are tied up we will make purchase terms
easy to responsible buyers.

Palisade is the most accessible high grade suburb of
New York City.

**ONE HOUR MORE A DAY WITH YOUR FARM
IS WORTH SAVING.**

A KEY TO JUDICIOUS INVESTMENT

PALISADE
THE IDEAL SUBURB

TEN MINUTES AND TEN CENTS FROM NEW YORK CITY

Estimating three lots per house, we have room at Palisade for 5,000 homes, no two alike, and each as artistic as we can make it. How long do you think it will take New York with its 4,000,000 people to absorb these 5,000 lots, only one mile away in a beautiful world at an altitude 250 feet in the air, and safeguarded by restrictions such as cannot be found anywhere covering so large an area? Then, and before to what heights must Palisade prices rise? The profit of the present buyer, guaranteed against succession, will be great. The profit of the man who buys ten lots will be ten times greater than the profit of the man who buys one lot.

YOU CANNOT MAKE TOO BIG AN INVESTMENT AT PALISADE, AND YOU CANNOT MAKE IT A DAY TOO SOON TO SECURE THE CHOICEST PARCELS IN "SECTION NO. 1"

Prices range from \$2,000 up for lots.

Outside capital, backed by the true judgment of our prospective, is constantly being attracted in New York City while many of us here utterly fail to see that at our very feet is a source of wealth which, because of the marvellous growth of the greatest city in America, is only limited by our ability to purchase.

SIT UP STRAIGHT, TAKE NOTICE OF WHAT IS GOING ON RIGHT AROUND YOU! THEN BUY AND BUY TO THE LIMIT OF YOUR ABILITY TO PAY FOR

PALISADE
TEN MINUTES AND TEN CENTS FROM NEW YORK CITY

The Broadway Subway with an escalator at Manhattan Street, a five minute ferry across the Hudson River, a most picturesque trolley ride up the face of the cliff and through a beautiful park make Palisade the most comfortable and delightful to reach of all New York's best suburbs.

To the Traveling Man —

With the money you are yearly spending to RENT a cramped city apartment you can OWN a modern, all year round home of extreme up-to-date at Palisade, where you may enjoy ample room for your family plus your guests.

Your children confined in the grow-lanes city MAY grow up in spite of the present atmosphere conditions. If transferred to the pure, dry air of the Palisade already they WILL become rugged and strong.

Calculate your (1) financial interest, and the (2) comfort and (3) health of those dependent upon you!

PALISADE

Every dollar when issued by the United States Government is worth par. Some people are content to place their dollars behind rusted grilles and walls of steel. These dollars remain at par with their earning power at a standstill. The wise financier on the other hand is constantly scheming to keep his dollars at work, and to turn every dollar becomes worth more than par. It is on this latter plan that the immense fortunes have been made. The solid and most profitable employment for dollars is when invested in land.

There is no land speculation in or around New York today that promises as great returns as an investment in lots at Palisade.

This condition is incidentally of interest to the man who owns a suburban home that will increase in value.

DURING YOU HAVE TEN DOLLARS SEPTEMBER 1ST TRY THEM AT PALISADE!

Only Company W.W. & E. SLOOUM

PROFITABLE EXCHANGE

The greatest fortune of the country has been made through real estate investments.

John Jacob Astor bought a piece of land in 1826 for \$25,000—then considered an enormous price. It is now worth \$35,000,000.

He foresaw the wonderful growth of this city and took advantage of it. IT DOES NOT REQUIRE THE BRAINS OF AN ASTOR to foresee to-day the advantage in buying carefully in a section affected by an annual growth of over 100,000 inhabitants.

We aim to produce at Palisade a suburban ideal. No development of such magnitude has ever before been projected. An investment in real estate in this most accessible high-grade suburb of New York—within five minutes (actually 5 minutes) of the greatest city in America—CANNOT BE A MISTAKE.

Hudson River Realty Co. W.W. & E. SLOOUM, Selling Agents
Palisade Capital \$6,000,000.
Suite 1000 Times Building, Broadway and 42nd St., N. Y.
Reserve Range in 1914 from \$1,000 to \$50,000.
An illustrated descriptive book is given for the making.

PALISADE

guments, but am free to confess that I do not know any method of telling how an ad is going to appeal to the public until after it is printed. Some of the announcements were written and rewritten and labored over until I thought that they were strikingly apropos, yet these might excite only casual interest. Others written hurriedly and telling a story that seemed to me trite would, on the other hand, prove singularly vital. The best ad of the season was one I distrusted. It began with the query, 'were you born in a rented house,' and

ence of Palisade, and was very effective. This is an interesting detail of our results—sales to suburbanites. Many families living in suburbs ten, twelve and fifteen miles away have investigated Palisade, which is reached without railroad travel.

"We have been careful to set all our ads in a frame that separates them from matter adjoining and also serves to illustrate their text. This has been an important detail. Variety has also been sought, and where an ad could be hinged on a news theme, such as an invitation to inspect the property while the leaves were turning in autumn, we have taken advantage of it. Variation has been sought in type. A line of agate in the midst of caps, for example, will sometimes emphasize a paragraph more than caps in the midst of agate.

"But this newspaper work has all been secondary to our mailing lists and personal salesmanship. Newspaper advertising will sell real estate, for property has been sold repeatedly by magazine and newspaper advertising to purchasers who have not inspected what they have bought. But we depend on salesmen. We have thirteen of them, and each man has an average of fifty prospects with whom he is working constantly. Newspaper advertising brings some of these prospects, and others we secure through our mailing lists.

"I am not going to tell you how we get names of business men who answer to our three requirements—of a man who has no home, and who is both financially and personally desirable. The latter two points we determine by an investigation of each prospect before his name is added to our mail list. After he is on the list we send him at intervals of a week something that will be in harmony with the newspaper advertising. It may be a small folder describing Palisade, it may be a booklet about real estate as an investment, or a booklet with home atmosphere. In each case we try to send something differ-

PALISADE
THE MODEL SUBURB

JUST ACROSS THE HUDSON VIA 10TH ST. FERRY.

WERE YOU BORN IN A RENTED HOUSE?
Or was it not back on the farm or in the village somewhere in these big United States where your parents guard their place—where you spent your childhood near to the heart of nature—and steadily your character into manhood and womanhood amid the purifying influences of HOME?

Here you estimated the value of providing the same home environment for your child?

HOUSE NO. 32.
Modest type of the old English construction. Walls of library, dining room paneled, and library has timbered ceiling. The main room to receive a dark mission treatment with second floor in light finish. The great recessed fireplace in the reception hall is most charmingly adorned for luxurious comfort. Ten rooms and bath.

Grounds 25,120. Terms in Cash.
Browns Range in Price from \$25,000 to \$75,000—Some a Third Less.
An illustrated descriptive book is sent for the asking.

HUDSON RIVER REALTY CO.
PAID UP CAPITAL \$6,000,000

W. W. C. E. SLOCUM
SELLING AGENTS
SUITE 2 TIMES BLDG.
110 W. 42ND ST.

then spoke of the difference between a childhood spent in a real old-fashioned homestead and one in a city apartment. Several days after it was printed our salesmen asked to have it published again, saying it had made a greater impression on their prospects than anything we had used. Before sending out the copy for this ad the first time it seemed to me too slight and simple a thing to publish in a costly newspaper space. But there was an appeal, a homeliness in this very simplicity that struck a chord in human nature.

"Another ad that made a strong impression was one written the morning the Lackawanna road was tied up last summer by a freight wreck, caused by three bulls which were wandering over the meadows. Thousands of commuters had to go around by other roads, the incident was taken up by the newspapers, and this ad had a backing of wide publicity. It called attention to the conveni-

neatly typewritten upon the very best grade of correspondence paper we can buy, and is signed. Letters reproduced by a process would not do, however well they might be made to imitate a bona fide communication. If the prospect responds and is genuinely interested we then mail our book, and he is assigned to a salesman for personal solicitation. By this system we avoid waste of expensive literature, and also prepare the way for the salesman. When the latter calls it is upon an interested person who knows all about Palisade. The factor of economy in time and cost of salesmanship by this preliminary educational work is obvious."

One important feature of the Palisade advertising has been its breadth of argument. While the property has been vigorously exploited on its merits, Messrs. Slocum have laid stress on New York realty of any kind or in any location as a sound investment. Some of the ads have been almost general arguments for any piece of property lying within Manhattan's suburban zone. All booklets have contained statistics illustrating the growth of the city and the certainty of rise in land values. These general arguments, however, have been made a means of promoting Palisade, for its location offers advantages that are easily seen, and its elevation of 275 feet, superior to that of any suburban property inside a circle seventy miles in diameter, is a consideration so important that it could only be emphasized by such breadth of exposition.

JAS. H. COLLINS.

If your advertising has brought you business and your business has brought you money, use some of that money for more advertising.—*American Cotton Manufacturer.*

Lincoln Freie Presse

GERMAN WEEKLY,
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 149,281.

Taking into consideration the number of copies sold, the character of the circulation and the price charged for advertising, THE CHICAGO RECORD - HERALD is the best advertising medium in the United States. It is the only morning paper in Chicago that tells its circulation every day.

The Des Moines Capital

Has for more than three years published more Real Estate advertising than all the other Des Moines newspapers combined. The CAPITAL for more than three years has been in a combination with the Minneapolis *Journal* and part of the time with the Indianapolis *News* and the Chicago *Weekly Inter Ocean*, in the solicitation and publication of land advertising, covering the great Northwest, Canada and the great Southwest.

Advertisers wishing returns will find the CAPITAL the best medium. The rate is 5 cents a line.

EASTERN OFFICES:

CHICAGO, NEW YORK,
87 Washington St. 166 World Building.
LAFAYETTE YOUNG, Publisher.

HOW CAN IT BE DONE?

IT WOULD APPEAR TO BE A CONTINUOUS STRUGGLE AMONG NEWSPAPER PUBLISHERS TO HIT UPON A WAY OF STATING THE CIRCULATION THAT WILL FOOL THE ADVERTISER WITHOUT CONVICTING THE PUBLISHER OF PREVARICATION.

The definition of circulation adopted for many years past by Rowell's American Newspaper Directory is:

The average number of complete and perfect copies printed of each issue for a year that has expired.

* * *

A few newspapers, notably the *Chicago News* and *Washington Star*, maintain that this definition is too liberal. On the other hand, numerous others appear to object to the words "complete and perfect copies," and insist upon eliminating or omitting them and giving what they call their "circulation" without designating what they mean by the word circulation. Some of these, in response to inquiry, admit that they count press revolutions as copies; and now and then one will be found to estimate that every copy produced has five readers, more or less, and, consequently, a thousand "complete and perfect copies printed" means five thousand circulation or thereabouts. This later contention is now almost obsolete. It has had its strongest foothold in the offices of religious and temperance papers.

* * *

Among the papers making circulation reports open to the first of the two interpretations mentioned above are the following:

Portland Me., *Press*; Adrian, Mich., *Times and Expositor*; Howell, Mich., *Livingston Co., Republican*.

A report of this character recently came to hand from the *Farmers' Tribune* of Sioux City, Iowa, that had first been filled out and signed with the "complete and perfect copies" clause included. The report, so made, was then canceled and a new one made out

with that clause omitted, both reports being forwarded because the canceled one had other matter of importance on its reverse side. Inasmuch as such reports are thought better calculated to mislead than to convey information to advertisers they are not now accepted by the Directory editor, but the paper that adopts the objectionable form is designated in the Directory by the algebraic sign (<), the meaning of which is explained as follows:

(<) This paper, in preparing its signed circulation report, omits to state that it counts only complete and perfect copies, and leaves it open to the suspicion of being based on figures exhibited by a press counter and likely to include spoiled copies and a proportion of press revolutions when no paper was running through.

While this article was in course of preparation, the attention of the writer was directed to several other instances where important papers make certain to eliminate the "complete and perfect copies" phrase from their circulation reports. The *St. Louis Sunday Post-Dispatch* is proud of an average issue of 223,588 copies for the entire year and gives the story in detail, but casts doubt on the whole by adding the words "less deductions" without explaining what deductions they refer to. The *Boston Globe*, in a very complete exhibit, shows the average "circulation" of its daily for 1905 to have been 192,584 copies, and of its Sunday issue 299,643 copies; and explains that circulation means "complete copies" but shies at the word "perfect," thus leaving it to be surmised that spoiled copies were counted: and—if so—then possibly copies mean not real copies but copies reported by the press counter. A report open to the same suspicion is at hand from the office of the *Denver Post*, a paper whose circulation reports in times past have usually been free from ambiguity. An excellent weekly, called the *Standard*, issued at Lakefield, Minnesota, makes out a carefully prepared statement conforming in

every respect to the Directory editor's requirements, showing an average issue of 1,271 "complete and perfect copies" per week for the year 1905 and then, before mailing the same, carefully expunges the words "and perfect," thereby making it appear almost certain that spoiled copies had been counted.

The question of what the circulation actually is becomes daily of more and more importance to both the newspaper and the advertiser. Quality may be worth more than quantity. It surely is, but advertisers want to know "how much quality" they are getting, for no amount of quality will have a power to benefit without some quantity to give it life. The time when advertising patronage was given as a favor, or thrown as a bone to a dog, has gone by. The recent improvement in advertising, which is very great and rapidly growing, may be traced largely to known circulations—and the doing away with an extra charge for the first insertion. People write advertisements now with even more care than editors write editorials. An advertisement is intended to be read, and it is read, and because it will appear but once, and as something resulting must be counted on, every day, the men who pay for the advertisement have learned to use the mediums that will show results. These are generally the papers that will allow their circulation to be known.

They have in Chicago a notable evening paper. The usages that have prevailed in the business office of that paper have been of a greater advantage to American journalism and to business-like methods of placing advertising patronage than any other thing that can be named. It is not impossible that that paper has more buyers than any other daily paper in America. It will not be necessary to mention the paper by name, nor the publisher of it. Mr. Victor F. Lawson of the Chicago *News* is a genius at the busi-

ness end of a newspaper—more remarkable and more successful than can be pointed out in connection with any other newspaper in America, maybe than any other in the world. Mr. Lawson's methods of dealing with the circulation question are worthy of all praise and every other publisher, who intends to be honest with the public, would do well to study them. They will enable him to eliminate evasion and tell advertisers what advertisers would like to know.

The rules and usages that prevail in the annual revisions of Rowell's American Newspaper Directory are specifically set forth in the front part of the book. They are the constitution by which its compilation is governed. One of these rules reads as follows:

When a publisher is unable to give the actual figures for each issue of his paper for a year past, but claims a higher rating than was given in the latest issue of the Directory, and his assertion covers a period of an entire year, and is authenticated by date and signature, it secures a rating according to the facts stated in his report; provided he plainly states that *no edition during the past year was less than—a specified number of—complete and perfect copies*. It is a curious fact, however, that most of the lying statements detected in the Directory are of this order; they are, on this account, always open to suspicion.

In years past the number of circulation reports received, of the above character, has not been large and they came mostly from papers of small circulation, hence from newspaper offices which do not, as a rule, attach great importance to a carefully kept circulation record, or say they do not. In the year 1901, however, the New York *Times* took advantage of the privilege which the above paragraph seems to hold out, the publisher asserting that no issue of the daily *Times* for one year preceding May 6, 1901, had failed to exceed 75,000 copies. In response to an invitation to send a circulation report for Rowell's American Newspaper Directory for 1906, now undergoing its thirty-eighth annual re-

vision, the New York Times makes the following declaration:

NEW YORK, Dec. 22, 1905.

The circulation of the New York Times daily for at least two years past has not failed to exceed 100,000 copies, free of all returned and unsold copies.

Yours truly,

THE NEW YORK TIMES

True Wiley

* * *

When the Times' report came to be considered, the editor of Rowell's Directory got Mr. Louis Wiley, advertising manager of the Times, on the telephone and the following conversation ensued:

Question.—Mr. Wiley, you have sent to Rowell's Directory a circulation report for the 1906 revision that seems rather ambiguous?

Answer.—I don't think so. In what respect?

Question.—Do you mean to say, Mr. Wiley, that the Times printed for the last two years in excess of 100,000 complete and perfect copies each issue?

Answer.—Yes, sir. To-day (January 3d) we printed 130,000.

Question.—Does that apply to the daily and Sunday Times as well?

Answer.—No, to the daily Times only. We don't issue any circulation report for the Sunday Times.

The rating which the daily Times will receive, in the 1906 issue of Rowell's Directory, will be as follows:

In December, 1905, Publisher Asserts every issue during the past two years has exceeded 100,000 (☉☉).

Sunday: In 1905, YC.

* * *

The case of the New York Times, being a newspaper of importance, has led to a discussion, in the office of the Directory, which has finally resulted in a decision that the paragraph which gives publishers an opportunity to obtain what might be called a figure rating in the Directory, without furnishing a detailed circulation statement, must be eliminated before reports are invited for the revision of the book for the year 1907.

The case of the New York Times has another interesting feature. It illustrates, strongly, the difficulty which constantly con-

fronts the Directory editor when he attempts to require publishers of even the highest class of newspapers and periodicals to send in a circulation statement that will conform to some rule that will admit of a general application. To a degree that seems remarkable, every newspaper man seems to want to make his circulation statement in accordance with a rule of his own devising and which very often results in a statement that tells the advertiser positively nothing that he can pin his faith upon.

There is no tendency in the Directory office to doubt the statements of Mr. Wiley of the Times and yet, if the daily Times, a newspaper to which the Directory accords the so-called Gold Marks (☉☉), actually prints a yearly average issue of exceeding 100,000 complete and perfect copies, can any one see sufficient reason why its publisher should not be glad to exhibit the facts as they exist, and thereby secure an exact rating in Arabic figures, expressing the actual average issue for every day for a year prior to making the statement?

There is another paper of a character almost as high as that of the New York Times, the destinies of which are presided over by the same proprietor, and which sends in pretty much the same sort of a circulation statement; but, in its case, makes the statement perfectly useless to the Directory editor on account of its being accompanied by an injunction that its wording must not be made public. The Directory editor has announced dozens, maybe hundreds of times, that he can make no use at all of confidential communications—that they only tend to tie his hands and confuse his efforts to arrive at correct circulation ratings. The second paper referred to is no other than the famous old Philadelphia Ledger, so long presided over by the "generously good" George W. Childs. The respectability of these two papers makes the clos-

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It is a curious fact, however, that most of the lying statements detected in the Directory are of this order; they are, on this account, always open to suspicion.

The Rowell Directory is the only one that has, or ever did have, a definition of what is meant by circulation. It may not be the best one, but until some one else invents one that two people can agree upon as being better it will stand.

GEORGE P. ROWELL.

NOT ON SALE.

A company which manufactures band instruments receives a large number of letters from green players, asking advice as to their difficulties. Several months ago this company sold a cornet to a man in Canada. As might have been expected, after he had played it for some time without removing the valves the action became stiff. He wrote to the manufacturer, explaining the trouble, and asking whether he should grease the valves. In answer he was told that it was the usual custom of cornet players, when this difficulty occurred, to remove the valves and put a little saliva upon them. To their astonishment the next week's mail brought the following letter:

"Gentlemen: Kindly send me twenty-five cents' worth of saliva. I can't get it in the stores here. Enclosed find stamps in payment."—*Lippincott's Magazine*.

IDENTITY IN A STREET CAR.

They were going to the theatre. The car was crowded, and there being two or three polite men left in Indianapolis, one of the two or three gave her a seat in the forward end of the car. He remained on the platform to finish a cigar. She always lets him do that.

When the conductor came along the smoker possessed of a "steady" girl presented two tickets.

"Who is this for?" asked the ticket procurer.

"The lady up in front."

"Yes, but there are several up there."

"Oh, well, let's see; I'm paying for the one under Eat-'em-Quick biscuits."—*From the Indianapolis News*.

If you have gotten it into your head that a farmer combs his head with a hay rake you had better advertise in the society journals.—*Agricultural Advertising*.

Have You Real Estate For Sale?

BUILDING LOTS,
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*Everybody's
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WILL HELP YOU FIND
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ROBERT FROTHINGHAM,

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31 East 17th Street, New York.

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HOW TO ADVERTISE SUBURBAN REAL ESTATE.

AN INTERVIEW WITH THE ADVERTISING MANAGER OF WOOD, HARMON & CO., WHOSE REAL ESTATE OPERATIONS EMBRACE MANY OF THE PRINCIPAL CITIES OF THE UNITED STATES.

Probably no one has had a wider experience in advertising suburban real estate than Henry S. Meyers, advertising manager of Wood, Harmon & Co., a firm that is accorded by Bradstreet a higher rating than any other real estate concern in this country, and which in the past eighteen years has successfully developed nearly 200 properties in New York, Brooklyn, Buffalo, Boston, Philadelphia, Baltimore, Washington, Providence, Cincinnati, and a dozen other cities. The amount of money that has been spent under Mr. Meyers's direction in advertising suburban properties is not far from a quarter of a million dollars. In addition to the campaigns he has conducted for Wood, Harmon & Co., during the past ten years, Mr. Meyers has been called on to aid in opening up other properties, among them the big Roslyn Terrace tract near Philadelphia, owned by Mr. Wm. T. B. Roberts, agent for Widener and Elkins, the street railway magnates, and himself a large building contractor and real estate operator; and the properties of the Realty Trust of New York, a company of which the late William Ziegler, of Royal Baking Powder fame, was President.

Real estate men are notoriously close-mouthed concerning the methods that have proven successful in their business, but Mr. Meyers talked freely with me when I told him that I came from PRINTERS' INK, possibly because it was the Little Schoolmaster that first directed his attention to the field in which he has achieved his success. "Seventeen years ago I was a young man just starting out in the world, and without any very definite idea as to what career to adopt," said Mr. Meyers, "I went to Minneapolis at the invitation of a friend of mine and one day in his office I came across the first copy of PRINTERS' INK I had ever seen. That was in 1888. I picked up the little paper, became interested in it and took it home with me, and I have been a reader of PRINTERS' INK ever since. The Little Schoolmaster opened my eyes to the opportunities that the advertising field offered, and it was not long before I was trying my hand at advertisement writing. Let me say, for the benefit of the young man who is led to believe that advertisement writing is the royal road to fortune, that I found it a

very rocky road to travel. There were times when I found it difficult to make both ends meet; times, even, when the two ends didn't meet at all, but I stuck to my work and somehow worried along until things changed for the better. I have written advertisements of all kinds from shoes and shade rollers to department store advertising, but the real estate work appealed to me most of all; and for ten years I have made a specialty of that line. I don't believe there is any branch of advertising so full of human interest as real estate advertising. The idea of owning a home of his own appeals to every man, and the reasons why one should own a home are so many and so strong that the real estate advertiser is never at a loss for effective arguments.

PUTS HIS HEART IN HIS WORK.

"I think that whatever success my work has met with is largely due to the fact that I have put not only my head but my heart into my advertisements. I mean by that that I believe thoroughly in the suburban life. I am a suburbanite myself and believe that every man ought to be one, particularly if he has a family. 'Cities (as Edward Bok, editor of the *Ladies' Home Journal*, once said) 'were never made for children.'"

"Mr. Meyers," I said, "is faith in the suburban life all that is required to enable one to successfully advertise suburban property; supposing, of course, that one possesses the ability to write a forceful advertisement?"

"No; you must have faith in the property advertised as well. I don't believe any man can do really effective work who isn't honestly convinced that the property advertised is really a good proposition. Faith begets faith. There are instances, of course, where undesirable properties have been foisted upon the public. These are the exceptions that prove the rule. A suburb to be successfully advertised ought to possess pure air and pure water and be within easy reach of the city. A residential suburb that is nowhere in particular and that lacks good transportation facilities can never hope to

attain even passing recognition in these days of fast railway and trolley service. If in addition to being healthful and accessible the property is beautiful as well, so much the better; but salubrity and accessibility come first."

BELIEVES IN LONG ADVERTISEMENTS.

Mr. Meyers believes that the advertiser of suburban property should tell his story as fully as possible. His own newspaper advertisements often contain several thousand words, and his booklets are frequently of even greater length. His theory is that the selection of a home is so important that the home-seeker will read eagerly all that relates to a subject that at one time or another is uppermost in men's minds. He believes in pictures and bold display lines, but the body of the advertisement he sets in small type, confident that when once the reader's attention has been caught he will read the advertisement through to the end. He believes, too, in making every statement that the advertisement contains so clear that there will be no possibility of it being misunderstood, and with this end in view he sometimes repeats in another form what has already been said. For instance, in speaking of prices and terms he says in one of his advertisements:

Lots range in price from \$165 to \$200, \$250, \$300 and upwards. One per cent down—one-half of one per cent a week, and then follows this statement, with a concrete example: To illustrate—a \$200 lot costs \$2 down and \$1 a week.

ADVERTISER SHOULD SPEAK WITH AUTHORITY.

Another of his beliefs is that the tone of the advertisement should not be one of supplication, but of command. This does not mean that the advertiser must be impertinent, but that instead of endeavoring to coax the reader to do a certain thing he should say: Do so and so. Plead with a man and you are apt to awake in him a spirit of opposition; tell him to do a thing and nine times out of ten he will do as he is told without question. It is rather difficult to express clearly the idea I wish to

convey, but at the risk of going far afield for a simile I may say that Mr. Meyers' theory is that the advertiser should speak with the authority of the man who cries to a panic-stricken audience: "Sit down! everybody!" Panics are quelled and people are led by the man who is not afraid to assume command. What chance would there be of dominating an audience if the speaker would adopt the persuasive tone and say: Ladies and gentlemen, I am quite sure there is no danger; please be seated. Following out this line of thought many of Mr. Meyers' advertisements begin abruptly, as for instance, the one from which the following opening lines are quoted:

Read every line of this advertisement carefully. It explains how you can acquire a home of your own with the outlay of very little money. "Fortune knocks once at every man's door." This is your opportunity—take advantage of it.

Here is no attempt at persuasion, but a definite direction to the reader: *Read every line of this advertisement carefully.* Change the sentence to: *We think it will be to your advantage to read every line of this advertisement carefully* and the virility of the line is gone. So with the sentence: *This is your opportunity—take advantage of it.* Another might have said: *This may be your opportunity—would it not be well to take advantage of it?* and the reader, because the advertiser himself has let the suggestion of doubt creep in, might well answer: *I don't know.* Cut out the interrogation point, the "may be" and the "would it not." Eliminate the element of doubt. Tell the reader without unnecessary circumlocution what you want him to do. That is the framework upon which the Meyers' advertisements are constructed.

"CIRCUS METHODS" ARE SOMETIMES EFFECTIVE.

I ventured to observe to Mr. Meyers that some of the advertising he had done would by many be described as sensational. He replied that he was quite ready to plead guilty to the charge of employing what he called "circus methods" whenever the property advertised was one that could be most readily disposed of by such

means. "P. T. Barnum," he said, "was in private life a man of quiet tastes, but he knew that he couldn't fill a circus tent by playing classical music on a harp. The real estate man who wants to sell a low-priced property must use a form of advertising that will prove effective with the class of people who are likely to be interested in such a proposition. A friend of mine once said to me, after reading one of my 'Hurrah' advertisements, that nothing on earth would induce him to purchase one of the lots advertised. I replied: Nothing on earth would induce you to drink a bottle of Lydia Pinkham's Compound—it isn't the sort of thing you require. If I was advertising a property that would suit you I would go about it in a different way."

PLAN OF CAMPAIGN OUTLINED.

I asked Mr. Meyers to describe briefly the successful steps taken by the real estate advertiser in opening up a new property.

"The first thing to do," he said, "is to make a thorough study of the property. Don't let any detail escape you. Then write a description of it so full and clear that the reader will see the property as you see it, missing none of its attractive features. Don't be afraid of being long-winded. I don't mean by this that one should be unnecessarily prolix, but that he should not omit any detail, however small, for fear that the reader may be frightened by the length of the description. If the story is an interesting one, as it should be, the reader will follow it to the end. This description of the property will serve as copy for your booklet and also as the basis of your newspaper advertisements.

"Step two—get your illustrations and maps prepared. Use pictures freely both in your booklet and newspaper advertisements. There must be a map of the property, of course; and in addition to the plan map, showing location of the various lots and their sizes, I like to have a perspective or bird's-eye map of the property, showing the lay of the land, roads, water courses, railroads and a portion at least of the neighboring city. To

many people a picture map is more intelligible than a plan drawing. If the property to be sold is improved property, I am fond of using also what draughtsmen call a vertical section drawing, showing sidewalks, shade trees, macadam road, sewer pipe and water and gas mains.

IMPORTANCE OF THE DESCRIPTIVE BOOKLET.

"The descriptive booklet is the most important factor of the real estate man's advertising campaign. No; I make no exceptions, not even in favor of newspapers. Newspaper advertising, important as it is, ranks second to the booklet. I once sold \$175,000 worth of property in six weeks, using a booklet alone, without a line of newspaper advertising. This, however, was an exceptional case. As a rule it is wise to divide the advertising appropriation into two equal parts—one-half to be expended in newspaper advertising and the other half for preparing and distributing the booklet, follow-up literature, etc. The booklet ought to be attractive, but not expensive—cheap enough so that you can afford to distribute it broadcast. Don't wait for people to send for the booklet—send it to them; the more you circulate the better. I often print a first edition of 50,000 copies and sometimes follow this with a second and third edition, equally large. Be sure that the booklet gives the most explicit directions as to how to reach the property, and if possible include with it tickets good for free transportation. It is a mistake to arrange with the car companies to accept your tickets—people will use them for other purposes instead of saving them to visit the property. State plainly on the ticket that it must not be given to the conductor, but that it will be redeemed at the offices of the company on the property for amount of fare coming and going.

SALESMEN AND CIRCULAR LETTERS.

"I need not say that while you have been preparing for the opening you have not neglected to break in a corps of salesmen who will receive the visitors on

the ground and show them over the property. These men *must* be polite; it makes no difference whether a visitor buys or not, every courtesy must be shown him. If he doesn't buy at once, he may come back another time with his wife and purchase a lot, but if he is treated rudely, he won't return at all. A fool salesman in five minutes can offset the effect of months of advertising.

"While you have been working up enthusiasm in the newspapers, prior to opening day, it is sometimes a good plan to send out a circular letter to special lists of people, saying that while the date for opening the property to the general public is fixed for such and such a day, you would be pleased to have the recipient of your letter accept the enclosed ticket and visit the property at his convenience some time before the opening date and thus be able to make his selection before the best lots have been gobbled up. This plan will bring numbers of people to the property before the regular opening and enable you to have numerous SOLD signs displayed on the property when the crowd arrives. There are dozens of other things that will also engage the advertising man's attention, but the list is too long to enumerate all of them."

ADVERTISING VALUE OF THE BUSINESS PERIODICAL.

Mr. Meyers is a firm believer in the advertising value of the business periodical, sometimes described as a "house organ." Wood, Harmon & Co., have for several years advertised their Brooklyn properties by means of such a publication, and it is Mr. Meyers' practice to issue such a journal in other cities whenever the campaign that he is beginning is apt to be a long one, extending over a period of six months or more. He says: "For small properties, where the number of lots to be sold can be disposed of in a few weeks, the descriptive pamphlet with map is sufficient, but where the number of lots is so great that we know the better part of a year will be required to dispose of all of them, I think a monthly publication that

gives from time to time information regarding the progress that is being made, is of greater value than an occasional descriptive pamphlet. It takes time and trouble to get up appropriate matter for such a journal every month, but it enables one to set forth fully the attractive features of the property offered, telling who purchased lots last month and who is building; what improvements the company is making, and to back up the statements made by printing half-tone reproductions of photographs taken on the property. In real estate advertising pictures are what talk. Promises of what the company intends to do don't count for much. The people have been too often deceived by the golden prophecies of promoters of wild-cat schemes. But when month after month a man receives an attractive little publication showing improvements actually completed; when he sees a picture of the house that an acquaintance of his has built on the property; when he sits down of an evening and reads an article showing how small an amount is required to secure a lot, and how light a tax upon his income will be the monthly installments be, he is brought little by little to the point where very little persuasion is required to induce him to become an investor.

POOR PERSONS OFTEN BEST PATRONS.

"It must be remembered that many people of limited means honestly believe that they cannot afford to own a home, and yet these very people are the most eager to purchase when once it has been made clear to them that a house and lot can be purchased for a monthly outlay not exceeding the rent that they are accustomed to pay. That craving for a piece of land one may call his own, which Zola has so admirably portrayed in one of his novels, is present in every breast and the successful real estate man—who must of necessity be a student of human nature—harps continually upon this string—Don't pay rent; own a home of your own.

THE "ROSLYN TERRACE" CAMPAIGN.

"The monthly business publication played an important part in

one of the most successful campaigns in which I was ever engaged—the sale of Wm. T. B. Roberts' Roslyn Terrace properties near Philadelphia. In less than a year we disposed of over a million dollars' worth of suburban property at an expense for advertising of less than four per cent. The tract sold—an unusually large one—was subdivided into several parcels, each with a distinctive name, and the news of these various properties was published monthly in a sixteen-page paper entitled *City and Suburban Life*. We used the newspapers also, of course, but a very large percentage of the sales were directly due to the influence of this little journal that month after month hammered into the people who received it that fact that they could own a home if they would, and that the man who can and won't is blind to his own interests. Here are some copies of the paper that I have preserved. Here is the first number dated August, 1899, with pictures of the new railway station, the offices of the company at Roslyn Terrace and views of several handsome residences already completed. Here is a view of one of the principal streets bordered by trees. Here is another picture showing a row of stores in course of construction, and here are several descriptive articles, and one on The Installment Plan, showing how in all lines of business the easy payment plan has taken root and how even people in comfortable circumstances are not above buying pianos, furniture and subscription books, as well as homes, on the installment plan.

MAKING THE READER CONVINCED HIMSELF.

"In this first number I also printed a prize offer—ten dollars for the best and five dollars for the second best article on The Advantages of Owning One's Home. This prize offer on the surface seems to be simply an attempt to obtain suitable matter for publication and, as a matter of fact, it did produce much good material that we afterwards made use of; but my idea in making the offer was not primarily to obtain suitable articles but to make the reader convince

himself that he ought to own a home. Do you catch the true inwardness of the scheme? To write that article a man had to pass in review in his own mind all the disadvantages of living in a rented house and all the advantages of living in a home of his own. I'm not saying a word. He's doing all the talking himself, using the arguments that I would use if I was trying to convince him that he ought to own a home, but making a greater impression on himself than I could make because he might be inclined to dispute some of my arguments, while his own line of reasoning he accepts without question.

BUSINESS PERIODICAL A SOURCE OF INCOME.

"There are one or two other points in favor of the business publication. One is that it is always possible to secure enough advertisements from people whose businesses do not conflict with your own to pay part of the cost of publication. Before *City and Suburban Life* was six months old it was carrying three or four pages of cash advertisements for which we received forty dollars a page, reducing the cost of the publication to us to about half of what it would otherwise have been. None of the advertisements printed conflicted with our own business, and many of them were really of interest to our readers—such for instance as the advertisements of architects, building contractors, furniture dealers, plumbers and manufacturers of heaters, dealers in coal and wood, grocers, etc. This class of advertising is not difficult to get, because the advertiser knows that you are going to place the copies of your paper where they will do you the most good, and the class of people that you are reaching out after is just the class that he wants to reach also.

GETTING PRESS NOTICES.

"Another advantage of the business publication in connection with a real estate campaign is that it stimulates press notices, and in some cases enables one to get notices that could not be obtained in any other way. A conservative newspaper that will not print no-

tices of a purely business nature, no matter how much advertising you are giving it, can often be induced to review your publication and to reprint from its pages articles that you have written for the express purpose of having them reprinted. It makes no difference to you that the article is credited to your publication. Outside of newspaper circles few people pay any attention to the line that identifies the origin of an article. The average reader follows the advice of Omar Khayam and lets the credit go; but he absorbs the facts that you have been careful to set forth and that is all you care about."

MILLIONS SPENT IN ADVERTISING REAL ESTATE.

Mr. Meyers estimates that between fifteen and twenty millions of dollars are spent annually in advertising real estate in this country, and he believes that about sixty per cent of this amount is wasted. Lack of originality and absence of effective methods—particularly follow-up methods—are the cause. Another reason why real estate advertising is not so productive of results as it should be is, he says, that the advertiser starts with too small an appropriation. Most real estate is sold by brokers who receive a commission, sometimes a very small commission, and the broker is apt to feel that he cannot afford to spend much on advertising the properties entrusted to his care. That is why the most successful advertising of real estate has been done, not by brokers, but by owners, though there is no reason why a broker, by liberal advertising, should not achieve equally good results.

WEAK FOLLOW-UP METHODS OF REAL ESTATE MEN.

Speaking of the weak follow-up methods employed by many real estate men Mr. Meyers said: "I recently made a test of this matter by sending out nearly a hundred letters to real estate men who advertise, and while nearly all of them sent a prompt reply to my letter hardly any pursued the matter further. The letters received in answer to my inquiry were nearly all of them as flat and characterless as a letter could well be.

Here is one of them that is a fair sample of the lot:

We received your letter and beg to say that the property about which you inquire is located at and the price is \$..... We shall be glad to have you call at our office and will have one of our representatives show you over the property.

"No reason is given as to why the property is a good investment; no detailed description of the property is given; nothing that differentiates the property offered from thousands of similar properties."

Mr. Meyers believes in follow-up letters that are written in the *Ladies' Home Journal* heart-to-heart style; "a letter (as he puts it) that gets under your jacket and inspires confidence. You may poke fun at Mr. Bok all you like (he says), but he has done, by using that same homely, confidential style, what no man ever did before—gained the confidence of a million women; and he could sell every blessed one of them that had the price, a house and lot to-morrow if he wanted to."

It ought to be said in passing, so that he may not be misunderstood, that Mr. Meyers at this point in our conversation was speaking of what he calls "home-seeker propositions," and more specifically those properties that are sold on the small monthly payment plan. In such cases the woman is usually the deciding factor, and this fact ought to be borne in mind. The home-seeker always defers to the judgment of his wife. "She is going to be here most of the time" is the way the husband puts it, "I want her to be satisfied."

Investment propositions appeal to men, usually men of means, and different tactics must be employed in such cases. "In fact," said Mr. Meyers, "it is difficult to make any general statement concerning the methods that ought to be employed without qualifying it by innumerable 'ifs' and 'ands.'"

PAPERS THAT PAY.

In answer to my question as to whether newspapers or magazines were best for advertising real estate Mr. Meyers said: "That question cannot be answered in a single word. If you are advertising an investment property and are seeking to interest people who live in

other cities the monthly and weekly publications of general circulation are I think better than daily papers. No, I won't tell you what magazines have given the best results. I will say, however, that the real estate man who is advertising for investors will make no mistake if he puts the *Saturday Evening Post* at the top of his list. Another good weekly is the *Sunday School Times*. The *Literary Digest*, *Review of Reviews*, *Cosmopolitan* and *Christian Herald* are also good mediums. No! that's all I'm going to say on that point. Let's talk about something else."

"Well," I said, "let's talk about the newspapers that have given the best results."

Mr. Meyers laughed. "If I give you the names of three in New York and three in Philadelphia, will you be satisfied?"

"Yes."

"Well, put down: New York—*Journal*, *World* and *Herald*; Philadelphia — *Record*, *Bulletin* and *Press*. There, that's all I'm going to say—positively all."

CHAS. L. BENJAMIN.

THE A. A. A.

The annual meeting of the Association of American Advertisers was held at the rooms of the Board of Trade, New York City, on Monday, January 15, 1906. The report of the secretary was presented, reviewing the work of the past year, and showed that satisfactory progress had been made in the affairs of the association; 348 reports of all kinds having been issued during the year. The report of the treasurer showed receipts of \$11,778.38 and expenses of \$11,109.72. The report of the Committee on Circulations was read, from which it appeared that reports on circulations, had been made during the year, covering the following cities: British Columbia—Victoria, Vancouver. California—Fresno, Los Angeles, Oakland, Pasadena, Redlands, Riverside, Sacramento, San Bernardino, San Diego, San Francisco, San Jose, Stockton. Colorado—Colorado Springs, Den-

ver, Pueblo. Connecticut—Ansonia, Danbury, Meriden, New London, Norwalk, Norwich, Waterbury. Illinois—Chicago, Joliet, Rockford. Indiana—Indianapolis, Muncie, Terre Haute. Iowa—Clinton, Dubuque. Manitoba—Winnipeg. Massachusetts—Springfield. Minnesota—Duluth, Minneapolis, St. Paul. Montana—Anaconda, Butte, Great Falls, Helena. New Jersey—Newark, Paterson. New York—Buffalo, Elmira, New York City, Rochester, Syracuse. North Dakota—Bismark, Fargo, Grand Forks. Ohio—Akron, Cleveland. Oregon—Portland, Salem. Utah—Ogden, Salt Lake City. Vermont—Burlington. Washington—Bellingham, Everett, Olympia, Spokane, Seattle, Walla Walla, Tacoma. Wisconsin—Eau Claire, La Crosse, Madison, Milwaukee, Oshkosh, Racine, Superior. There was a general discussion of the affairs of the Association, after which the following named officers were elected for the ensuing year: President, Chas. W. Cheney (Mellin's Food Co.) Boston; First Vice-President, A. N. Drake (R. T. Booth Co.) Ithaca; Second Vice-President, W. B. Cherry (Merrell-Soule Co.) Syracuse; Secretary, B. M. Moses (Omega Chemical Co.) New York; Treasurer, H. H. Good (Carter Medicine Co.) New York. Members of Board of Control for one year: C. W. Post (Postum Cereal Co.) Battle Creek; J. M. Campbell (Procter & Gamble Co.) Cincinnati; L. H. Soule (Bon Ami Co.) New York; J. N. Jaros (Mariani & Co.) New York; George E. Hall (Andrew Jergens Co.) Cincinnati. Members of Board of Control for two years: V. Mott Pierce, M. D. (World's Dispensary Medical Assn.) Buffalo; E. P. Fredericks (Scott & Bowne) New York; F. H. Gale (General Electric Co.) New York; J. F. Beale, Jr. (H. O. Wilbur & Sons) Philadelphia; H. L. Kramer (Sterling Remedy Co.) Kramer, Ind.

A REAL ESTATE CAMPAIGN IN THE NEWS PAGES.

Samuel Shoemaker is a Philadelphia builder who erects moderate-priced houses in a section of West Philadelphia, for sale to persons who can pay several hundred dollars and complete their purchase on installments. Mr. Shoemaker finished a number of homes ranging from \$2,400 to \$4,500 last summer, and began to plan an advertising campaign to sell them. Heretofore he has been a liberal user of space in the classified real estate columns of Philadelphia dailies, but upon expert advice he adopted different methods. Classified real estate advertising reaches everyone who is contemplating the purchase of a home, but in the belief that many readers of the display columns who ignore the classified realty announcements, could be persuaded to purchase, a campaign of single-column illustrated ads was laid out to appear on the news pages. Every thrifty man of family intends, in his secret soul, to purchase a home some day, but procrastinates, putting the matter off until some vague future time. Such men are not likely to read the classified pages. This advertising was intended to reach them and lead them to act.

The ads appeared three times a week in the *Philadelphia Press*, *North American*, *Bulletin*, *Record* and *Inquirer*. The argument used was vigorous. The grasping landlord, a good old stock figure of realty advertising was brought out, dusted off, pictured and written about for all he is worth—and he is worth a good deal. Copy was written with the view of interesting different classes of persons on different days—that is, for readers who might not be impressed with the "Don't pay rent" argument there were ads that laid stress on the artistic schemes of Mr. Shoemaker's houses, showing architectural details, doorways, etc., talking of neighborhood, transportation service and other points likely to be considered by finicky persons. No single style

of advertising appeals to everybody.

Probably the real estate advertising that will actually sell a house has never been written. One object underlies all publicity of this sort, and that is to get hold of readers' names or have them call where personal salesmanship can be brought to bear. To accomplish this purpose a clever device was used. The advertisements said absolutely nothing that would let readers know where the houses are situated, other than that they are in West Philadelphia. Thus, nobody interested in them could go out alone and look them over superficially. A booklet descriptive of the houses, filled with fine half-tones of elevations, interiors, yards and details, was offered in the ads. Each ad was keyed upon this booklet, which showed front doors, the window plan, giving ample light, cozy corners, drop balconies, halls, dining-rooms, mantels and fireplaces, bath-rooms, kitchens fitted with ranges and water-heaters, dressers in bed-rooms, street views, adjacent schools and other important points. The text of this booklet described the houses, demonstrating individuality of design and honesty of workmanship, and the whole brochure had the effect of explaining Mr. Shoemaker's proposition favorably before anyone could possibly see the property. It also told where the houses are, and gave terms of selling. Its style was what might be called enthusiastic and persuading, yet not in the least florid, as these extracts show:

Remember, you are not bound to any one style of house. There is in this lot of two-story houses such great variety that your taste can surely be fitted. This booklet shows glimpses only of a few of the desirable features of these houses—some of them touches which are duplicates of parts in well-known homes costing over ten times the amount.

Do you prefer straight stairways and saloon parlor? They are here.

Do you prefer reception hall and parlor? They are here.

Do you prefer English Living Hall, or as some call it, "the new Dutch Hall Effect"? They are here.

Same throughout the houses, the best idea to date, in every conceivable combination which you could wish for. And wood-work in the most attractive finishes. Ample room in these houses, and around them, too. Terraced, with stone porches in front, and ample rear yards.

The average house of the kind has but a 6 ft. wide porch. On these houses the width of porch is 8 or 9 ft., an example of the extra elbow room which you have here. The story of the interior furnishing is but poorly told by the pictures. Beautiful mantels of golden oak in parlors and reception halls, in the dining-rooms rich mantels and china closets in golden

ally the rich hard-wood floor in the bath-room and the exceptional height of the tile wainscoting, points that will save you hours of work and keep the bath-room in best condition. Note that each bed-room has ample closet capacity, and that there is a large closet in hall. Going down the broad stairway from the large, light, sitting-room to the first floor and back through



When a man marries,

his first concern should be to obtain a home for his family. Ideally, it is not a bad idea to get the land in his wife's name.

Where shall this home be?

In a good neighborhood. Of course, situated light. You'll be a great car time! You'll be a great car time! You'll be a great car time!

Is anything more? You'll be a great car time! You'll be a great car time! You'll be a great car time!

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Paying rent keeps you from owning your own home.

What satisfaction will it be to you in after years to say: "I always paid my rent promptly. My landlord never had to ding-dong it out of me?" What satisfaction if you should then be homeless and unable to pay rent!

If a tenant, he a good one. But you can just as well be your own landlord at once.

Buy one of my artistic terrace and porch-front houses just completed in one of the healthiest parts of West Philadelphia. Price: Only \$2,500 to \$3,000. Terms: \$500 cash and the balance in easy monthly payments, like rent.

These houses are well-built and way ahead of the times in interior effects and decorations. They have been well called "the houses that are different." Churches, stores and schools near; six lines of cars within hailing distance, and Broad and Market only 27 minutes away.

Apply for copies for my handsome illustrated booklet, "How to Buy a Home," and the names of my best-selling properties, the ones.

Samuel Shoemaker, builder, 18th and Haverford Aves.

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Send for this beautiful illustrated booklet whether you intend buying a house or not.

There is a valuable kind of pictorial suggestion in it.

It shows the houses that are different—built after ideas adapted from the most desirable features of picturesque mansions.

You will be enchanted with the illustrations of the drop balcony, the Dutch living hall and the den—so homely and cozy looking. Just the kind of place a woman's fingers itch to drape and a man likes to curl up in with his newspaper and cigar.

Drop me a postal. I want every one interested in beautiful homes to see this booklet. No obligation on your part.

The houses sold at \$2,500 and \$3,000. Terms: \$500 cash and the balance in easy monthly payments, like rent.

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Don't be under the landlord's thumb

If you allow yourself to be held down to paying rent you will never get along in the world. Month after month you pay rent, rent, rent. And for what? Just a place to stay. You get nothing to show for your money.

Stop it. Be thrifty. Become the owner of one of my beautiful terrace and porch-front houses just completed in a delightful section of West Philadelphia.

Many styles to choose from. Six-line stairway and saloon parlor; reception hall and parlors; or Dutch living hall. No description can do justice to the unique hanging balcony and the den.

Convenient locality—six lines of cars at the corner, and Broad and Market only 27 minutes away. Built on an 80 ft. wide main street where values are rapidly advancing.

Apply for copies for my handsome illustrated booklet, "How to Buy a Home," and the names of my best-selling properties, the ones.

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The doorway to your own home

Wouldn't it be pleasing to you, every time you entered your house to be able to say: "This is my own home. No rent to pay; no landlord to tattle about." This house is quiet for life—I can add to it the personal touches which would never lavish on a rented house.

I can help you. In a section of West Philadelphia, the highest and most convenient, I have just completed terrace and porch-front houses that are down to the minute in architecture and finishes. I am selling them at a surprisingly low price for houses so well built—\$2,500 and \$3,000.

Terms are more surprising yet: \$500 cash and the balance in easy monthly payments like rent.

You do not need to pay anything more. Apply for copies for my handsome illustrated booklet, "How to Buy a Home," and the names of my best-selling properties, the ones.

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Throw the landlord overboard

Buy one of my handsome new terrace and porch-front houses in West Philadelphia and pay your rent to yourself.

Price: only \$2,500 and \$3,000. Terms: \$500 cash and the balance on easy payments like rent. Located in a zone of advancing real estate values—the highest section of West Philadelphia, and the most easily reached—27 minutes from Broad and Market.

These handsome and strictly modern dwellings have a novel ventilating system that will cut your doctor bill down surprisingly.

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Samuel Shoemaker, builder, 18th and Haverford Aves.



Make up your mind to be your own landlord

Nothing impossible about it. For \$300 cash and the balance on easy monthly payments I will sell you the handsome terrace and porch-front houses in West Philadelphia—\$2,500 or \$3,000 houses. Located in a beautiful neighborhood on an 80 foot wide main street with six lines of cars at hand, and Broad and Market only 27 minutes away. The most modern architecture and interior finishes. A porch 9 feet deep that gives room for friends as well as the family.

Apply for copies for my handsome illustrated booklet, "How to Buy a Home," and the names of my best-selling properties, the ones.

Samuel Shoemaker, builder, 18th and Haverford Aves.

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Samuel Shoemaker, builder, 18th and Haverford Aves.

the laundry, with two stationary wash tubs, etc. The cellar is especially light, dry and sanitary, with plenty of head room.

The ventilation of these houses is a point well worth attention—a deep loft between second floor and roof with outside connections, draws the impure air from the rooms through the ceiling ventilator openings and keeps the atmosphere of the house pure and healthful without draughts. No need of opening windows in winter, and a saving in coal and doctor bills.

The prices of these houses range from \$2,400 to \$4,500, depending on the size of lot, the size of rooms, whether corner house is desired, and the style chosen—whether straight stairway with saloon parlors; whether reception hall and parlor; or the open Dutch living hall with its unique fireplace, den and cosy corner. Remember \$300 down will secure nearly any one of these houses. In some cases on the smaller houses we have accepted as little as \$200 down. After this first payment, you pay monthly, same as rent, the amount depending on the price of house selected.

Take for instance a \$2,400 house. After paying down \$300, the monthly payments would be \$20 a month for about six years, and after that \$10. On a \$3,000 house it would be a few dollars more, but we have no iron-bound rules on this point. Any dependable man desirous of owning his own home can buy one of these houses without inconveniencing himself. Payments no more difficult than the \$18 or \$20 a month rent you are now paying. In the last ten or fifteen years we have helped hundreds of others to purchase homes on this basis. We can help you.

Mr. Shoemaker's theory that these ads would reach people who are not readers of classified real estate advertising proved to be entirely sound. In the first month's campaign (operations began in September, the fall moving season) more than fifteen houses were sold, and in almost every case the purchasers were persons who seldom read classified publicity, and who intended to buy a home sometime, but had no suspicion that they were so near doing it. Next to the fact that display space was used in the news pages, the most important feature of the advertising was its effect in arousing curiosity without satisfying it. This stimulated interest and brought prospective home-purchasers directly into the market.

GREAT MERCHANT DEAD.

Marshall Field of Chicago died January 15 at the Holland House, in New York City, after an illness of a week's duration.

Marshall Field came of New England parentage. His father was John Field, a farmer, whose home was in Conway, a little town

in western Massachusetts. Field was born there in 1835, and his early years were spent on his father's farm.

He went to the public schools and the local academy of his native town, and in 1852, at the age of 17, he got work as clerk in a store in Pittsfield, then one of the largest towns in the Berkshire Hills. He remained there four years. In that time he had outgrown the business and the town. He looked around for a place which would give him a chance, and he selected Chicago. He had made that city his home ever since.

Field first secured employment as a clerk in the wholesale dry goods house of Cooley, Farwell & Co. It did not take the young New Englander long to impress his worth upon the minds of his employers. He was a clerk only four years, and in 1860 he was made a partner in the firm. In 1865 there was a partial reorganization, the new firm consisting of Mr. Field, L. Z. Leiter and Potter Palmer, under the firm name of Field, Palmer & Leiter. Two years later Mr. Palmer withdrew and until 1881 the firm was known as Field, Leiter & Co. In that year Mr. Leiter retired and since that time the firm has been Marshall Field & Co.

ADVERTISING IS BROAD.

Advertising in itself means publicity, and publicity is a very broad and comprehensive term. It does not mean simply a word whispered to a favored few. It is, rather, synonymous with a general, broadcast declaration, and the broader the scope of the announcement, the better the advertising. No occupied space that directs attention along given and desired lines can be reasonably regarded as wasted; nor can any funds expended to this end be adjudged extravagance. —*American Medical Journalist.*

GUNNER: You say Plunger has made an assignment. Why, you told me his business was just like clock-work.

GUYER: That's just the trouble. He let too many people buy on tick and then he ran down and now his creditors are going to wind up his business. —*Chicago Daily News.*

THE STAR GALAXY.

LATEST ADDITION.



Mr. Condé Hamlin of the St. Paul, Minn., *Pioneer-Press*, has sought and obtained the Guarantee Star in Rowell's American Newspaper Directory for 1906, now in its thirty-eighth annual revision. The certificate was issued on January 15, 1906, and a photographic reproduction of it is shown on page 79 of this issue of PRINTERS' INK. The final revision of the Directory for 1906, thirty-eighth year of consecutive publication, is now under way. Applications for the Guarantee Star may be forwarded by publishers who are interested in the subject—who believe they are eligible to the highest distinction which the editor of Rowell's Directory can bestow—and who dare use the Guarantee Star.



The extent and full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear, after the most searching investigation, would ever for a moment consider the thought of securing and using the Guarantee Star.

THE STAR GALAXY TO DATE.

ILLINOIS.

Chicago.....Daily News.
Chicago.....Record-Herald.
Decatur.....Daily Review.
Peoria.....Star.

MINNESOTA.

Minneapolis.....Journal.
Minneapolis.....Tribune.

Minneapolis.....Farm, Stock and Home
Minneapolis.....Svenska Amerikanska
Posten.
St. Paul.....Pioneer Press.

PENNSYLVANIA.

Philadelphia.....Bulletin.
Philadelphia.....Press.
Philadelphia.....Farm Journal.
Pittsburg.....Post.
West Chester.....Local News.

NEW YORK.

Buffalo.....Evening News.
Troy.....Record.

CALIFORNIA.

Oakland.....Herald.

COLORADO.

Denver.....Post.

DISTRICT OF COLUMBIA.

Washington.....Evening Star.

IOWA.

Sioux City.....Tribune.

MARYLAND.

Baltimore.....News.

MASSACHUSETTS.

Boston.....Globe.

MISSOURI.

Kansas City.....Star.

NEBRASKA.

Lincoln.....Daily Star.

NEW JERSEY.

Red Bank.....Register.

OHIO.

Akron.....Beacon Journal.

SOUTH CAROLINA.

Columbia.....State.

TENNESSEE.

Knoxville.....Journal and Tribune.

VIRGINIA.

Richmond.....Times-Dispatch.

WISCONSIN.

Racine.....Wisconsin Agriculturist.

CANADA.

Toronto.....Mail and Empire.

Montreal.....Star.

The guaranty star attached to a publication in Rowell's American Newspaper Directory is the most conspicuous distinction which the Directory editor gives to a paper, and the star constitutes, for a publication possessing it, a continual advertisement of the highest distinction, costing nothing after the initial payment, so long as the Directory continues to be published. Conditions and terms relative to the guaranty star may be learned by addressing this office. Such inquiries will receive prompt attention if from a publisher of a paper considered eligible for admission to the star galaxy.

THE advertiser to whom people refer as being so lucky that if he were to fall into the river he would not get wet, also has sense enough not to fool around the river and fall in.—*Agricultural Advertising.*

A Roll of Honor

(FOURTH YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1905 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1905 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1906 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 20 cents per line (two lines are the smallest advertisement taken) under a YEARLY contract, \$20.50 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

★ Publications which have sought and obtained the Guarantee Star have the privilege of using the star emblem in their advertisements in the Roll of Honor at the regular rates of twenty cents a line. The extent and full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation, would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Athens. Limestone Democrat. weekly. R. H. Walker, pub. Actual aver. first 5 mos. 1905, 1,082.

Birmingham. Ledger. dy. Average for 1904, 19,581. Best advertising medium in Alabama.

ARIZONA.

Phoenix. Republican. Daily aver. 1904, 6,529. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

CALIFORNIA.

Fresno. Evening Democrat. Average April, 5,195. Williams & Lawrence, N. Y. & Chicago.

Mountain View. Signs of the Times. Actual weekly average for 1905, 22,550.

Oakland. Herald, daily. Average for 1904, 7,555. Now 8,500. E. Katz, Spec. Agent, N. Y.

Oakland. Tribune, evening. Average for nine months ending Sept. 30, 1905, daily 18,447.

The Billboard. America's Leading Theatrical Weekly, San Francisco office, 37 Philan, 806 Market St. Rube Cohen, Mgr.

San Francisco. Call, d'y and S'y. J. D. Spreckels. Actual daily average for year ending August, 1905, 62,617; Sunday, 88,941.

San Francisco. Sunset Magazine, monthly, literary, two hundred and eight pages, 541. Circulation: 1904, 48,916; 11 months 1905, 59,545. Home Offices, 431 California Street.

San Jose. Morning Mercury and Evening Herald. Average 1904, 10,573.

San Jose. Town and Country Journal, mo. W. G. Bohannon Co. Average 1904, 9,125. May, June and July 1905, 20,000.

COLORADO.

Denver. Clay's Review, weekly; Perry A. Clay. Actual aver. for 1904, 10,926, for 1905, 11,658.

Denver. Post, daily. Post Printing and Publishing Co. Average for 1905, 46,610. Average for Dec. 1905, dy. 47,538. Sy. 64,459.

★ The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Ansonia. Sentinel, dy. Aver. for 1904, 4,965. 1st 6 months '05 5,111. E. Katz, Spec. Agt., N. Y.

Bridgeport. Evening Post. Sworn daily av. 1905, 10,989. E. Katz, Spec. Agt., N. Y.

Bridgeport. Telegram-Union. Sworn daily av. 1905, 10,171. E. Katz, Spec. Agt., N. Y.

Meriden. Journal, evening. Actual average for 1904, 7,649.

Meriden. Morning Record and Republican. daily average for 1905, 7,587.

New Haven. Evening Register, daily. Actual av. for 1905, 15,711; Sunday, 11,511.

New Haven. Palladium, dy. Aver. 1904, 7,857. First 6 mos. '05, over 8,000. E. Katz, Sp. Agt., N. Y.

New Haven. Union. Av. 1904, 16,076. First six mos. '05, 16,187. E. Katz, Spec. Agt., N. Y.

New London. Day, ev'g. Aver. '04, 5,855. 1905, 6,109. E. Katz, Spec. Agt., N. Y.

Norwalk. Evening Hour. Daily average year ending Dec., 1904, 5,217. Apricitre, as certified by Ass'n Am. Adv'rs. all returns deducted, 2,569.

Norwich. Bulletin, morning. Average for 1905, 4,988; for 1904, 5,250; Nov., 6,435.

Waterbury. Republican, dy. Aver. for 1904, 5,770. La Coste & Maxwell Spec. Agents, N. Y.

DELAWARE.

Wilmington. Every Evening. Average guaranteed circulation for 1904, 11,460.

DISTRICT OF COLUMBIA.

Washington, Evening Star, daily and Sunday. Daily average for 1905, \$5,550 (©). Carries more real estate advertising than all other Washington papers combined.

Washington, D. C., Army and Navy Register. Average net paid circ. first 26 weeks 1905, 8,588.

FLORIDA.

Jacksonville, Metropolis, dy. Av. 1904, 8,760. First six mos. '05, 9,025. E. Katz, Sp. Ag., N. Y.

GEORGIA.

Atlanta, Constitution. D'y av. '04, \$8,885; W'y 107,935. Aug. '05, d'y 40,723; S'y 50,102.

Atlanta, Journal, dy. Av. 1905, 46,028. Sunday 47,998. Semi-weekly 56,751.

Atlanta, News. Actual daily average 1904, 24,230. S. C. Bechtel, Sp. Ag., N. Y. & Chi.

Augusta, Chronicle. Only morning paper. 1904 average, daily 5,641; Sunday 7,450.

Nashville, Herald. Average for March, April and May, 1,375. Richest county in So. Georgia.

ILLINOIS.

Calto, Citizen. Daily Average 1905, 1,052. weekly, 1904, 1,122.

Champaign, News, Oct. and Nov., 1905, no issue of daily less than 5,010; d'y and w'ly, 6,200.

Chicago, Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. Average for 1904, 4,100 (©).

Chicago, Breeders' Gazette, weekly, 42.00. Average circulation 1905, to Oct. 1st, 66,425.

Chicago, Farmers' Voice and National Rural. Actual av., 1904, 25,052. Sept., 1905, 40,000.


Chicago, Gregg Writer, monthly. Shorthand and Typewriting. Actual average 1904, 15,750.

Chicago, Inland Printer. Actual average circulation for 1904, 18,312 (©).

The Billboard, America's Leading Theatrical Weekly. Chicago office, 87 South Clark St., Suite 61. Phone Central 5934. W. A. Patrick, Mgr.

Chicago, Orange Judd Farmer. Only agricultural weekly covering the prosperous Western States. Circulation is never less than 90,000. The count made Oct. 30, 1905, showed 45,120 paid subscribers. Reaches nearly 90% of the post-offices in Nebraska; 80% of the post-offices in Illinois, Michigan, Wisconsin, Iowa and Minnesota; half the post-offices in Indiana and Kansas and two thirds of those in the Dakotas. All advertisements guaranteed.

Chicago, Record-Herald. Average 1904, daily 145,761. Sunday 199,400. Average first four mos. 1905, daily 148,928, Sunday 205,501.

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully contravenes its accuracy.

Chicago, System, monthly. The System Co., pub. Eastern office 1 Madison Ave., N. Y. Av. for year end. Feb. 1905, \$2,750. Issue for Sept. 1905, 60,200.

Kewanee, Star-Courier. Av. for 1904, daily 2,290, w'y, 1,278. Daily, 1st 4 mos. '05, 2,302.

Peoria, Evening Journal, daily and Sunday. Sworn daily average for 1904, 15,525.

Peoria, Star, evenings and Sunday morning. Actual average for 1904, d'y 21,528. S'y 9,957.

INDIANA.

Evansville, Journal-News. Av. for 1904, 14,050. Sundays over 15,000. E. Katz, S. A., N. Y.

Marion, Leader, daily. W. B. Westlake, pub. Actual average for year 1905, 5,622.

Muncie, Star. Average 1905 daily, 27,500. Sunday 16,908.

Notre Dame, The Ave Maria, Catholic weekly. Actual net average for 1904, 25,815.

Richmond, Sun-Telegram. Sworn at, 1905, dy, 5,744.

South Bend, Tribune. Sworn daily average, 1905, 7,205. Sworn av. for Dec., '05, 7,609.

INDIAN TERRITORY.

Ardmore, Ardmoreite, daily and weekly. Average for 1904, dy., 2,068; w'y., 3,291.

IOWA.

Davenport, Democrat and Leader. Largest year city circ'n. Sworn at, Dec., 1905, 8,505.

Davenport, Times. Daily av. Dec., 11,468. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average said 1904, 26,822. Present circulation over 40,000. City and State circulation largest in Iowa. More local advertising in 1905 in 312 issues than any competitor in 365 issues. The rate five cents a line.

Keokuk, Gate City, Daily av. 1904, 2,145; 1905, 2,406.

Muscatine, Journal. Daily av. 1905, 5,532. Semi-weekly 3,095.

Sioux City, Journal, daily. Average for 1904, sworn, 21,784. Av. for Nov., 1905, 26,452. Prints most news and most foreign and local advertising. Read in 80 per cent of the homes in city.

Sioux City, Tribune, Evening. Net sworn daily, average 1905, 24,287; Dec., 1905, 25,554. The paper of largest paid circulation. Ninety per cent of Sioux City's reading public reads the Tribune. Only Iowa paper that has the Guaranteed Star.

KANSAS.

Hutchinson, News, Daily 1904, 2,964. First five mos. '05, 3,296. E. Katz, Sp. Agent, N. Y.

KENTUCKY.

Harrodsburg, Democrat. Put it on your 1906 list; 3c. per 1,000; Al. Proven av. cir., 5,582.

Lexington, Leader, Ar. '04, avg. 4,041. Sun. 5,597, Aug., '05, avg. 4,549. E. Katz, Spec. Agt.

Louisville, Times. Daily average year ending June 30, 1905, 36,025 (3c). Bechtel, Agency, Rep.

Paducah, Journal of Labor, w'ly—Accepts only the best class of advertising and brings results from the best class of wage-workers.

LOUISIANA.

New Orleans, Item, official journal of the city. Av. cir. first eight months 1905, 22,095.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1904, 1,269,541.

Augusta, Kennebec Journal, dy. and wy. Average daily, 1905, 6,286, weekly, 2,090.

Bangor, Commercial. Average for 1905, daily 9,455, weekly 29,117.

Bever, Piscataquis Observer. Actual weekly average 1905, 2,019.

Lewiston, Evening Journal, daily. Av. for 1904, 7,524 (©), weekly 17,450 (©).

REAL ESTATE men, as well as others, find profit in using the Lewiston JOURNAL (©). Some of the most successful keep standing announcements in its columns.

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1904, \$8.180.

Portland, Evening Express. Average for 1904, daily 12,166. Sunday Telegram, 8,476.

MARYLAND.

Baltimore, American, dy. Aver. to June 30, '05, 64,068. Sun., 58,818. No return privilege.

Baltimore, News, daily. Evening News Publishing Company. Average 1905, 60,678. For December, 1905, 58,912.



The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Russell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston, Evening Transcript (©©). Boston's tea table paper. Largest amount of week day av.

Boston, Globe, Average 1905, daily, 192,584. Sunday, 299,643. "Largest Circulation Daily of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Fall River, News, Largest circ'n. Daily av. '04, 6,953 (3). Robt. Tomas, Rep., 116 Nassau St., N. Y.

Springfield, Farm and Home, National Agricultural semi-monthly. Total paid circulation, 572,544. Distributed at 59,164 postoffices. Eastern and Western editions. All advertisements guaranteed.

Springfield, Good Housekeeping, mo. Average 1905, 206,083. No issue less than 200,000. All advertisements guaranteed.

Springfield, New England Homestead. Only important agricultural weekly in New England. Paid circulation, 40,000. Reaches every post-office in Mass., R. I. and Conn., and all in Vermont, New Hampshire and Maine, except a few in the woods. All advertisements guaranteed.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1904, 12,617.

Worcester, L'Opinion Publique, daily (© ©). Paid average for 1905, 4,255.

MICHIGAN.

Grand Rapids, Herald, Average daily issue last six months of 1904, 28,661. Only morning and only Sunday paper in its field. Grand Rapids (pop. 100,000) and Western Michigan (pop. 750,000).

Grand Rapids, Evening Press, dy. Average 1904, 44,807. Average 6 mos. 1905, 46,087.

Jackson, Patriot, morning. Actual daily average for 1904, 3,158. Av. Sept., 1905, 3,357.

Kalamazoo, Evening Telegraph. First 6 mos. 1905, dy. 10,128. June, 10,174. 2. av. 9,685.

Saginaw, Courier-Herald, daily, Sunday. Average 1905, 12,594; December, 1905, 13,507.

Saginaw, Evening News, daily. Average for 1905, 16,710. December, 1905, 18,842.

Sault Ste. Marie, Evening News, daily. Average, 1904, 4,212. Only daily in the two Soos.

MINNESOTA.

Minneapolis, Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1904, 56,814.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1904, 52,063.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1904, 79,750. Actual average 1905, 87,187.



The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis, Journal, Journal Printing Co. Aver. for 1905, 57,039; 1904, 64,533. 1905, 67,588. Oct. 1905, 67,847. Nov., 68,848. Dec. 67,927.



The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

Minneapolis Tribune, W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. Daily average for 6 mos. to Oct. 1, 1905, 99,478. Sunday, 75,925.

CIRCULATION.

The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of its daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 20,000 daily. The paper Directory. Want Ad paper of Minneapolis.

St. Paul, The Farmer, 2-mo. Rate, 40c. per line, with discounts. Circulation for six months ending December, 1905, 92,625.

St. Paul, Dispatch, Average net sold for year 1905, 60,565 daily.

St. Paul, Volkszeitung. Actual average 1904, dy. 12,685. Wk. 28,427. Sonntagblatt 28,640.

MISSISSIPPI.

Hattiesburg, Progress, ev'g. Av. d'y circ., yr end'g Jan., 1905, 2,175. Pop. 14,500, and growing.

MISSOURI.

Clinton, Republican, W'y av. last 6 mos. 1904, 2,340. D'y est. Apr., '04; av. last 6 mos. '04, 502.

Kansas City, Journal, d'y and w'y. Average for 1905, daily 65,446. weekly 205,001.

Joplin, Globe, daily. Average 1904, 12,046. Oct., 65, 18,874. E. Katz, Special Agent, N. Y.

St. Joseph, News and Press, Circ. 1st 6 mos. 1906, 55,525. Smith & Thompson, East. Rep.

St. Louis, National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1904, 8,050 (© ©). Eastern office, 59 Maiden Lane.

St. Louis, National Farmer and Stock Grower, monthly. Average for 1902, 68,588; average for 1903, 106,625; average for 1904, 104,750.

MONTANA.

Butte, Inter-Mountain. Shorn average daily circulation 1904, 15,678. Beckwith Sp. Agency.

NEBRASKA.

Lincoln, Daily Star, evening and Sunday morning. Actual daily average for 1904, 15,239. For March, 1905, 16,262. Only Nebraska paper that has the Guarantee Star.

Lincoln, Deutsch-Amerikan Farmer, weekly. Average 1905, 147,032.



Lincoln, Frele Press, weekly Actual average for 1903, 150,784.

Lincoln, Journal and News Daily average 1904, 26,338; February, 1903, average, 28,035.

NEW HAMPSHIRE.

Nashua, Telegraph. The only daily in City. Sworn aver. for Sept. and Oct., 1905 4,204.

NEW JERSEY.

Elizabeth, Journal. Av. 1904, 5,522; first 6 mos. 1905, 6,818; last 6 mos. 1905, 6,718.

Jersey City, Evening Journal. Average for 1905, 22,456. Last 3 mos. 1905, 28,408.

Newark, Evening News. Evening News Pub. Co. Average for 1905, 60,102.

NEW YORK.

Albany, Evening Journal. Daily average for 1904, 18,258. It's the leading paper.

Albany, Times-Union. every evening. Est. 1856 Ar. for '04, \$0.487; Jan. Feb. & Mar. '05, \$5.594.

Binghamton, Evening Herald, daily. Herald Co. Aver. for year end. June, 1905, 12,289 (*).

Buffalo, Courier, morn. Av. 1904, Sunday 79,882; daily 50,940; Enquirer, even., 22,702.

Buffalo, Evening News. Daily average 1904, 88,457; 1st six months, 1905, 95,281.

Catakill, Recorder, weekly. Harry Hall, editor. Average 1903, 3,811. Dec., 3,877.

Corning, Leader, evening. Average, 1904, 6,238; 1905, 6,595.

Cortland, Democrat, Fridays. Est. 1840. Aver. 1905, 2,126. Only Dem. paper in county.

Glens Falls, Morning Star. Average circulation, 1904, daily 2,292.

Hornellsville, Morning Times. Average 4,188 for year ending July, 1905; 29 R. F. D.'s.

Mount Vernon, Daily Argus. Average 1905, 3,318. Westchester County's leading paper.

Newburgh, News, daily. Ar. 1905, 5,160, 3,000 more than all other Newburgh papers combined.

New York City.

American Magazine (Leslie's Monthly). Present average circulation, 256,108. Guaranteed average, 250,000. Excess, 78,296.

Army & Navy Journal. Est. 1863. Actual weekly average for 32 issues, 1904, 9,371 (99). Only Military paper awarded "Gold Marks."

New York, American Agriculturist. Best farm and family agricultural weekly in Middle and Southern States. Circulates 100,000 copies weekly, of which 95,468 are actual paid subscribers, as per count of June 1, 1905. The extraordinary character and purchasing power of its readers is emphasized by the fact that AMERICAN AGRICULTURIST'S subscribers in New York include every postoffice in the State. In New Jersey it goes to 77% of all the postoffices; in Delaware 87%, in Pennsylvania 74%, in Ohio 85%, and to 39% to 40% of the postoffices in the Southern States. All advertisements guaranteed.

Baker's Review, monthly. W. R. Gregory Co. publishers. Actual average for 1904 5,008.

Benziger's magazine, family monthly. Benziger Brothers, Average for 1904, 27,025, present circulation, 50,000.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1905, 26,228 (99).

Gaelic American, weekly. Actual average for 1904, 8,179; for 1905, 28,989.

Haberdasher, mo., est. 1881. Actual average for 1905, 7,146. Binders' affidavit and Post Office receipts distributed monthly to advertisers.

Hardware Dealers' Magazine, monthly. In 1905, average issue, 19,020 (99). D. T. MALLETT, Pub., 283 Broadway.

Leslie's Weekly. Actual aver. year end. Aug. 1904, 69,077. Pres. av. over 85,000 weekly.

Music Trade Review, music trade and art weekly. Average for 1904, 6,509.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, 11,001. Actual weekly average for 1904, 14,918. Actual weekly average for 1905, 15,090 copies.

The Billboard, America's Leading Theatrical weekly. New York Office, 140 Broadway. Walter K. Hill, Mgr. Phone 1630 Bryant.

The People's Home Journal. 544,541 monthly. Good literature. 444,667 monthly, average circulations for 1905—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Wall Street Journal. Dow, Jones & Co., pub. Daily average first 6 months, 1905, 12,916.

The World, Actual aver. for 1905, Morn., 505,490. Evening, 371,706. Sunday, 411,074.

The Tea and Coffee Trade Journal. Average circulation for 1905, 4,205 (*); December, 1905, issue, 5,510 (*).

Rochester, Case and Comment, mo. Law. Av. for 1904, 20,000; 5 years' average, 30,108.

Schenectady, Gazette, daily. A. N. Lacey. Actual average for 1903, 11,825. 1904, 12,574.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1905, daily 55,552. Sunday 40,098.

Tulsa, National Electrical Contractor, mo. Average for 1904, 2,625.

Tulsa, Press, daily. Otto A. Meyer, publisher. Average for 1905, 14,589.

NORTH CAROLINA.

Charlotte, Observer. North Carolina's foremost newspaper. Actual daily aver. 1904, 6,148. Sunday, 8,408, semi-weekly, 4,496.

OHIO.

Ashabula, American Sanomat. Finnish. Actual average for 1905, 10,746.

Cleveland, Engineers' Review. Actual cir. for 1905, 250,650; monthly aver, 20,888 copies.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1904, 79,460; Sunday 68,198. Dec., 1905, 69,454 daily; Sunday, 78,981.

Dayton, Herald, evening. Circ., 1905, 17,518. Largest in Dayton, paid at full rates.

The Billboard, America's Leading Theatrical weekly. Cincinnati, New York, Chicago.

Youngstown, Vindicator. D'y ar. '04, 12,020. LaCoste & Maxwell, N.Y. & Chicago.

Zanesville, Times-Recorder. Sworn ar. 1st 6 mos. 1905, 10,427. Guar'd double nearest competitor and 50% in excess combined competitors.

OKLAHOMA.

Oklahoma City, The Oklahoman. 1905 aver. 11,161. Dec., '05, 11,980. E. Katz, Agent, N.Y.

Circulation Statement of the **NEWARK EVENING NEWS**, NEWARK, NEW JERSEY, for the year 1905. 60,102 Copies Net Daily Average.

Date	January	February	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.
1	59,324	61,161	61,800	61,425	61,966	60,028	57,723	57,161	60,037	66,045	63,210
2	59,333	62,374	60,686	61,331	60,790	59,459	57,564	57,556	60,037	63,594	62,344
3	59,333	61,378	60,793	61,425	60,790	59,459	57,564	57,556	60,037	63,594	62,344
4	59,333	61,378	60,793	61,425	60,790	59,459	57,564	57,556	60,037	63,594	62,344
5	59,333	61,378	60,793	61,425	60,790	59,459	57,564	57,556	60,037	63,594	62,344
6	59,333	61,378	60,793	61,425	60,790	59,459	57,564	57,556	60,037	63,594	62,344
7	59,333	61,378	60,793	61,425	60,790	59,459	57,564	57,556	60,037	63,594	62,344
8	59,333	61,378	60,793	61,425	60,790	59,459	57,564	57,556	60,037	63,594	62,344
9	59,333	61,378	60,793	61,425	60,790	59,459	57,564	57,556	60,037	63,594	62,344
10	59,333	61,378	60,793	61,425	60,790	59,459	57,564	57,556	60,037	63,594	62,344
11	59,333	61,378	60,793	61,425	60,790	59,459	57,564	57,556	60,037	63,594	62,344
12	59,333	61,378	60,793	61,425	60,790	59,459	57,564	57,556	60,037	63,594	62,344
13	59,333	61,378	60,793	61,425	60,790	59,459	57,564	57,556	60,037	63,594	62,344
14	59,333	61,378	60,793	61,425	60,790	59,459	57,564	57,556	60,037	63,594	62,344
15	59,333	61,378	60,793	61,425	60,790	59,459	57,564	57,556	60,037	63,594	62,344
16	59,333	61,378	60,793	61,425	60,790	59,459	57,564	57,556	60,037	63,594	62,344
17	59,333	61,378	60,793	61,425	60,790	59,459	57,564	57,556	60,037	63,594	62,344
18	59,333	61,378	60,793	61,425	60,790	59,459	57,564	57,556	60,037	63,594	62,344
19	59,333	61,378	60,793	61,425	60,790	59,459	57,564	57,556	60,037	63,594	62,344
20	59,333	61,378	60,793	61,425	60,790	59,459	57,564	57,556	60,037	63,594	62,344
21	59,333	61,378	60,793	61,425	60,790	59,459	57,564	57,556	60,037	63,594	62,344
22	59,333	61,378	60,793	61,425	60,790	59,459	57,564	57,556	60,037	63,594	62,344
23	59,333	61,378	60,793	61,425	60,790	59,459	57,564	57,556	60,037	63,594	62,344
24	59,333	61,378	60,793	61,425	60,790	59,459	57,564	57,556	60,037	63,594	62,344
25	59,333	61,378	60,793	61,425	60,790	59,459	57,564	57,556	60,037	63,594	62,344
26	59,333	61,378	60,793	61,425	60,790	59,459	57,564	57,556	60,037	63,594	62,344
27	59,333	61,378	60,793	61,425	60,790	59,459	57,564	57,556	60,037	63,594	62,344
28	59,333	61,378	60,793	61,425	60,790	59,459	57,564	57,556	60,037	63,594	62,344
29	59,333	61,378	60,793	61,425	60,790	59,459	57,564	57,556	60,037	63,594	62,344
30	59,333	61,378	60,793	61,425	60,790	59,459	57,564	57,556	60,037	63,594	62,344
31	59,333	61,378	60,793	61,425	60,790	59,459	57,564	57,556	60,037	63,594	62,344
Net Total	1,448,705	1,418,370	1,657,924	1,538,612	1,644,373	1,568,086	1,460,871	1,579,926	1,569,339	1,578,045	1,568,563	1,548,717
Net Daily Gain Over 1904	1,831	1,470	3,198	2,897	3,946	3,400	2,798	3,489	4,490	3,343	3,668	4,383

Net Daily Average, 60,102 for Year Ending December 31, 1905.
 * * * New Year's, Fourth of July, Thanksgiving, Christmas, etc. Samples, waste and unsold copies not included in this statement, which is the actual number of copies sold. CHARLES F. DODD, Business Manager.
 NOTE.—The NEWARK EVENING NEWS published in nineteen hundred and five 4,502,376 lines of display advertising and 2,083,866 lines of classified, making a total of 6,586,242 lines.
 E. A. WESTERLUND, New York Representative, Room 25, World Building, New York.
 O'HARE, GUNN, GIBSON, Advertising Manager, Tribune Building, Chicago.

OREGON.

Portland, Journal. Dy. and Sy. Actual aver. for Dec., 1905, 24,955. Aver. year '05, 21,926.

The Journal's Unparalleled Record in Circulation and Advertising.

The year 1905 was the most prosperous year of the Pacific Northwest's history, and the JOURNAL desires to take the advertising public into its confidence. The JOURNAL recorded decline advancement during 1905, not only in circulation but in the amount of advertising carried. Circulation is of vital interest to the advertiser, and the JOURNAL believes in giving exact information along that line. The JOURNAL is the only Portland newspaper that makes public its circulation. In August, 1905, the Association of American Advertisers' expert examined the circulation of the JOURNAL and the Telegram—the Oregonian refusing to admit of an examination—and reported that the JOURNAL had the larger paid circulation. The bona fide circulation of the JOURNAL in Portland and Oregon is guaranteed to exceed that of any other daily newspaper. The sworn average circulation for December was 34,053. The actual daily average for entire year of 1905 was 31,935 copies.

PENNSYLVANIA.

Chester, Times, ev'g d'y. Average 1904, 7,929. N. Y. office, 220 B'way. F. R. Northrup, Mgr.

Erie, Times, daily. Aver. for 1904, 14,257. November, 1905, 15,711. E. Katz, Sp. Ag., N. Y.

Harrisburg, Telegraph. Sworn av., Oct. 18—616. Largest paid circulation in H'g, or no pay.

Philadelphia, Confectioners' Journal, mo. Av. 1904, 5,004; 1905, 5,470 (©).

Philadelphia, German Daily Gazette. Average circulation 1st 9 mos., 1905, daily 59,996; Sunday 40,155; sworn statement. Cir. books open.

The Evening Telegraph

READ EVERYWHERE IN PHILADELPHIA.

DECEMBER CIRCULATION

The following statement shows the actual circulation of THE EVENING TELEGRAPH for each day in the month of December, 1905:

1.....	169,206	17.....	Sunday
2.....	179,961	18.....	165,253
3.....	Sunday	19.....	166,838
4.....	168,678	20.....	166,411
5.....	169,279	21.....	167,171
6.....	167,190	22.....	166,253
7.....	166,330	23.....	168,977
8.....	167,377	24.....	Sunday
9.....	170,062	25.....	Holiday
10.....	Sunday	26.....	165,393
11.....	166,969	27.....	166,480
12.....	167,177	28.....	165,935
13.....	166,837	29.....	166,044
14.....	166,448	30.....	166,970
15.....	165,365	31.....	Sunday
16.....	167,474		

Total for 35 days, 4,188,127 copies.

NET AVERAGE FOR DECEMBER,

167,525 copies per day

BARCLAY H. WARBURTON, President.
PHILADELPHIA, January 8, 1906.

Philadelphia. The Press is the Great Home Newspaper of Philadelphia. It is a Gold Mark Newspaper, a Roll of Honor Newspaper, and a Guarantee Star Newspaper, the three most desirable characteristics for any newspaper. Average circulation Daily Press, December, 1905, 106,931; average circulation on Sunday Press, December, 1905, 115,295.



Philadelphia. Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1905, 565,266. *Printers' Ink* awarded the seventh Sugar Bowl to Farm Journal for the reason that "that paper, among all those published in the United States,



"has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns." "Unlike any other paper."



THE PITTSBURG POST,



the largest daily (morning) and Sunday circulation in the city of Pittsburgh, has never made use of premiums or gift enterprises as a circulation getter. It goes to the home of the buyer. The Western Pennsylvania field cannot be covered without the POST. Objectionable advertising is excluded from its columns. Circ., dy., 66,000, S. 71,355.



West Chester, Local News, daily. W. H. Hodgson, Average for 1904, 15,150 (©). In its 34th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Williamport, Grit, America's Greatest Weekly. Average 1905, 226,713. Smith & Thompson, Keeps., New York and Chicago.

York, Dispatch, daily. Average for 1904, 8,974. Enters two-thirds of York homes.

RHODE ISLAND.

Pawtucket, Evening Times. Average circulation, 16,829 for 1905.

Providence, Daily Journal, 17,290 (©). Sunday, 26,486 (©). Evening Bulletin 27,856 average 1904. Providence Journal Co. pub.

Westerly, San. Geo. H. Utter, pub. Aver. 1904 4,450. Largest circulation in So. Rhode Island.

SOUTH CAROLINA.

Charleston, Evening Post. Actual dy. average for 1905, 4,305.



Columbia, State. Actual average for 1904, daily 8,164 copies (©); semi-weekly, 2,251. Sunday 9,417 (©). Act. aver. Sunday to Oct. 25, 1905, daily 10,076; Sunday 11,265.

TENNESSEE.

Knoxville Journal and Tribune. Daily average year ending Jan. 31, 1905, 15,060 (3). Weekly average 1904, 14,511.

One of only three papers in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

Knoxville, Sentinel. Av. '05, 10,562. Led nearest competitor 11,000 in advertising, '04, 6 days vs. 7.

Memphis, Commercial Appeal, daily. Sunday, weekly. Average 1st 9 mos., 1905, daily 59,120. Sunday, 55,497. weekly, 51,822. Smith & Thompson, Representatives N. Y. & Chicago.

Nashville, Banner, daily. Aver. for year 1905, 18,772; for 1904, 20,705. Average March, April, May, 1905, 51,557.

TEXAS.

Denton, Record and Chronicle, Daily av. 1905, 947. Weekly av., 5,141. The daily and weekly reach nearly 80 per cent of the tax paying families of Denton county.



The circulation of
**THE
PHILADELPHIA
BULLETIN**

is larger than that of any
daily newspaper
published in the
State of Pennsylvania.

NET PAID DAILY AVERAGE FOR
THE YEAR 1905:

211,134 COPIES A DAY

"The Bulletin's" circulation figures
are net; all damaged, unsold, free and
returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.

The Evening Wisconsin

Exclusive Circulation

There are 23 wards in Milwaukee, 5 of which are of foreign population. In the other 18 wards THE EVENING WISCONSIN is delivered to 8,437 subscribers who **take no other Milwaukee English afternoon newspaper.**

In the suburbs, there are delivered 1,850 papers where no other afternoon paper is delivered — total **exclusive circulation** in Milwaukee and suburbs, 10,337.

Of the whole city and mail circulation of THE EVENING WISCONSIN, 20,000 subscribers take no other Milwaukee newspaper.

THE VERDICT IN MILWAUKEE:

THE Milwaukee Journal

*Wisconsin's only
newspaper with
over 40,000 daily
circulation*

"In order to secure equal results I found it necessary to use **three** newspapers (the other two evening papers, plus one of either of the morning papers.)"—Statement of one of Milwaukee's enterprising Real Estate men in writing about THE JOURNAL.

Twenty-two other prominent Real Estate men have sent us letters pronouncing **The Milwaukee Journal "The" Real Estate and Financial Medium**—based upon their own experiences

El Paso Herald. Av. '04, 4,211; June '05, 5,080. Merchants' canvass showed **HERALD** in 80% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

San Angelo, Standard, weekly. Average for 1904, 2,908.

VERMONT.

Barre Times, daily. F. E. Langley. Aver. 1905, 2,527, for last six months, 1905, 2,691.

Burlington Daily News, evening. Actual daily average 1904, 6,018; last 6 mos., 6,625; last 3 mos., 7,024; last month, 7,517.

Burlington Free Press, daily. Av. '04, 6,682; '05, 6,558. Largest city and State circulation. Examined by Assoc'n of American Advertisers.

Rutland Herald, Average 1904, 2,527. Average 5 months ending June 1, 1905, 4,181.

St. Albans Messenger, daily. Actual average for 1904, 3,166.

VIRGINIA.

Norfolk Dispatch, Average 1904, 9,400; 1905, 11,660.

Norfolk Landmark (©). Leading home paper. Circ. genuine. No pads. VanDoren, Sp'l.

Richmond News Leader, afternoons. Actual daily average 1904, 28,575 (see American Newspaper Directory). It has no equal in pulling power between Washington and Atlanta.



Richmond Times-Dispatch, morning.

Actual daily average year ending December, 1904, 20,172. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

WASHINGTON.

Olympia Recorder—evening. Just increased to 6 pages daily, 12 pages Saturdays.

Tacoma Ledger. Dy. av. 1904, 14,264; Sv., 18,475; w'y., 9,524. Aver. 6 mos. ending June 30, 1905, Daily, 15,159. Sunday, 19,771.

Tacoma News. Daily average 5 months ending May 31, 16,327. Saturday issue, 17,495.

WEST VIRGINIA.

Parkersburg Sentinel, daily. R. E. Horner, pub. Average for 1904, 2,320.

Wheeling News. Daily paid circ., 11,196. Sunday paid circ., 11,857. For 1905. Guarantees a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

Janeville Gazette. d'y and a-w'y. Circ'n—average 1904, daily 2,881; semi-weekly 3,207.

Milwaukee Evening Wisconsin, d'y. Av. 1905, 26,648 (©).

Milwaukee Journal, daily. Journal Co., pub. Average 1905, 40,517; Dec., 1905, 41,157.

Oshkosh Northwestern, daily. Average for 1904, 7,251. First eight months 1905, 7,608.



THE WISCONSIN AGRICULTURIST.

Racine Wis., Est. 1877; only Wisconsin paper whose circulation is guaranteed by the Am. Newspaper Directory. Actual weekly average for 1904, 27,254; for 1905, 41,748. N. Y. Office: Temple Court, W. C. Richardson, Mgr.

WYOMING.

Cheyenne Tribune. Actual daily average net for first six months of 1905, 4,880.

BRITISH COLUMBIA.

Vancouver Province, daily. Average for 1905, 8,687; Dec., 1905, 9,008. H. DeClerque, U. S. Repr., Chicago and New York.

Victoria Colonist, daily. Colonist P & P. Co. Aver. for 1904, 43,56 (3); for 1905, 4,802.

MANITOBA, CAN.

Winnipeg Free Press, daily and weekly. Average for 1904, daily 25,695; weekly, 15,801. Daily, November, 1905, 31,598.

NEW BRUNSWICK, CAN.

St. John Star. Actual daily average for October, November, December, 1904, 6,091.

NOVA SCOTIA, CAN.

Halifax Herald (©) and Evening Mail. Circulation, 1905, 15,558. Flat rate.

ONTARIO, CAN.

Toronto Canadian Implement and Vehicle Trade, monthly. Average for 1905, 6,055.

Toronto The News. Started daily average first nine months 1905, 88,558. Rate 25c flat. Largest circulation of any evening paper published in Ontario.

Toronto Star, daily. Daily average December, 1905, 41,091.

Toronto Ev. Telegram. D'y. av. 1904, 21,884. Aug., '05, 65,808. Perry Lukens, Jr., N.Y. Repr.

QUEBEC, CAN.

Montreal La Presse. La Presse Pub. Co. Ltd., publishers. Actual average 1904, daily 80,259; Av. Mar., '05, 95,826. Sat., 115,592.

Montreal Star, d'y & w'y. Graham & Co. Av. for '05, d'y, 55,127; w'y, 122,269. Av. for 1904, d'y, 56,795; w'y, 125,240.

Sherbrooke Daily Record. Average first six months 1905, 5,820; December, 1905, 6,652.

THE DATE

Circulation statements covering the year 1905, will be in time to have attention in Rowell's American Newspaper Directory for 1906—thirty-eighth year of publication—if they are received on, or before,

FEBRUARY 15

Orders and copy for display advertisements, and Publishers' Announcements should come to hand within the same time limit to insure proper attention, the submitting of proofs and the making of desired corrections.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,146 publications listed in the 1905 issue of Rowell's American Newspaper Directory, one hundred and twelve are distinguished from all the others by the so-called gold marks (◎◎).

Announcements under this classification, from publications having the gold marks in the Directory, cost 20 cents per line per week, two lines (the smallest advertisement accepted); cost \$20.50 for a full year, 10 per cent discount, or \$18.72 per year spot cash, if paid wholly in advance.

WASHINGTON, D. C.

THE EVENING AND SUNDAY STAR (◎◎). Reaches 90% of the Washington homes. Carries more Real Estate advertising than all other Washington papers combined.

GEORGIA.

ATLANTA CONSTITUTION. Aug., 1905. Daily 40,723 (◎◎). Sunday 50,102. W'kly 107,925.

THE MORNING NEWS (◎◎). Savannah, Ga. A good newspaper in every sense; with a well-to-do clientele, with many wants and ample means. Only morning daily within one hundred miles.

ILLINOIS.

GRAIN DEALERS JOURNAL (◎◎). Chicago. Largest circulation; best in point of quality.

BAKERS' HELPER (◎◎). Chicago. Only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MASSACHUSETTS.

BOOT AND SHOE RECORDER, Boston (◎◎). Greatest trade paper; circulation universal.

BOSTON PILOT (◎◎). every Saturday. Roman Catholic. Patrick M. Donahoe, manager.

BOSTON EVENING TRANSCRIPT (◎◎). established 1830. The only gold mark daily in Boston.

Boston, Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America.

TEXTILE WORLD RECORD (◎◎). Boston. Is the "bible" of the textile industry. Send for booklet, "The Textile Mill Trade."

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.

THE NEW YORK TIMES (◎◎). Over 100,000 metropolitan circulation.

BROOKLYN EAGLE (◎◎) IS THE advertising medium of Brooklyn.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation. Influence and prestige.

THE CHURCHMAN (◎◎). Est. 1844; Saturdays; Protestant-Episcopal. 47 Lafayette Place.

VOGUE (◎◎). the authority on fashions. Ten cents a copy; \$4 a year. 11-13 E. 24th St., N. Y.

THE IRON AGE (◎◎), established 1855. The recognized authority in its representative fields.

ENGINEERING NEWS (◎◎). - A technical publication of the first rank. - Sun, Pittsfield, Mass. E. News prints more transient ads than all other technical papers: 1½ & 3c. a word. Try it.

ELECTRICAL WORLD (◎◎). established 1874.

The great international weekly. The consolidation of the ELECTRICAL WORLD and ENGINEER and AMERICAN ELECTRICIAN. Average circulation, 1905: ELECTRICAL WORLD and ENGINEER (weekly), 13,702; AMERICAN ELECTRICIAN (monthly), 17,917.

HARDWARE DEALERS' MAGAZINE.

Jan 1905, average issue, 19,020 (◎◎). D. T. MALLATT, Pub., 253 Broadway, N. Y.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the NEW YORK HERALD first.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎). daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

OHIO.

CINCINNATI ENQUIRER (◎◎). Great-influential-of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.-Chicago.

PENNSYLVANIA.

THE PRESS (◎◎) is the Great Home Newspaper of Philadelphia. It is a Gold Mark Newspaper, a Roll of Honor Newspaper, and a Guarantor Star Newspaper, the three most desirable characteristics for any newspaper. Average circulation daily Press, December, 1905, 106,831; average circulation Sunday Press, December, 1905, 145,295.

THE PUBLIC LEDGER (◎◎). - Independence Hall and Public Ledger are Philadelphia's landmarks; only paper allowed in thousands of Philadelphia homes. Circulation now larger than in 70 years. PUBLIC LEDGER gained 1,365 columns advertising in five months ending Dec. 1st, 1905, over same period 1904.

THE PITTSBURG

(◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, progressive Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

TENNESSEE.

THE TRADESMAN (◎◎) Chattanooga, Tennessee; semi-monthly. The South's authoritative industrial trade journal.

VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (☉☉), the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

CANADA.

THE HALIFAX HERALD (☉☉) and the EVENING MAIL. Circulation 15,558, flat rate.

THOMAS F. RYAN AND PURIFINA.

79-81 Cortlandt Street,
NEW YORK, Jan. 13, 1906.

Editor of PRINTERS' INK:

In your January 3d number of your admirable advertising paper, of which I am a subscriber, I noticed an article on Pond's Extract. I will be very pleased if, in the near future, a truthful and reliable article entitled, "How Purifina was Discovered," is inserted in PRINTERS' INK. I am sure that your readers would be interested in knowing that a famous financier recently offered \$10,000 for the privilege of controlling the manufacture of our Purifina. The one to whom I refer is Mr. Thomas F. Ryan, of the Equitable Life.

Very respectfully yours,
THE HICKMAN MANUFACTURING Co.,
Byron E. Beal.

A good thought expressed the wrong way, will put the taint of prejudice in your best proposition.—*Profitable Advertising.*

THE "ENTERPRISE" SHOULD ADVERTISE IN "PRINTERS' INK."

RIVERSIDE, Cal., Jan. 9, 1906.

Editor of PRINTERS' INK:

In PRINTERS' INK for January 3d, in an article about Pond's Extract, page 16, we note the statement they say they are using all the dailies on the Pacific Coast, except six which Mr. Seagrave has never heard of, etc.

Inasmuch as Pond's is not advertised in the *Morning Enterprise*, and has never made a proposition to advertise therein, we feel just a wee bit slighted, especially in view of the fact that the *Enterprise* is a daily of thirty years' standing, and is published in probably one of the best advertised cities of its size in the United States. At the home of the orange, a city credited by Bradstreet with the largest per capita wealth of any in the United States.

Is it not possible Mr. Seagrave was somewhat too general in his statement? For I can call to mind a number of good dailies on the coast which do not bear evidence of carrying the Pond business.

Sincerely yours,
THE ENTERPRISE COMPANY,
G. Lolds, Secy.

If all the critics were able to correct all the things they criticise, perfection would soon become monotonous.—*Profitable Advertising.*

Do you know why The Churchman

stands well up in the PRINTERS' INK's record of advertising, carried by the leading weeklies in the United States, and why it carries the "gold mark?"

It is because it thoroughly covers a field which shrewd advertisers recognize as representing a great purchasing power.

Real estate men and other advertisers having high-class propositions can present them to good advantage through THE CHURCHMAN.

THE CHURCHMAN COMPANY

Churchman Building,

New York

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading, from papers of the requisite grade and class, cost twenty cents per line per week. Under a YEARLY contract, two lines (the smallest advertisement accepted) cost \$20.80 for a full year, ten per cent discount, or \$18.72 spot cash, if paid wholly in advance.

COLORADO.

THE Denver Post, Sunday edition, Jan. 14, 1906, contained 4,980 different classified ads. a total of 105 4-10 columns. The Post is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 50. per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn., RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DISTRICT OF COLUMBIA.

THE EVENING and **SUNDAY STAR**, Washington, D. C. (© ©), carries DOUBLE the number of Want Ads of any other paper. Rate 1c. a word. Carries more Real Estate advertising than all the other Washington papers combined.

ILLINOIS.

THE Champaign News is the leading Want ad medium of Central Eastern Illinois.

THE DAILY NEWS is Chicago's "Want ad" Directory.

PEORIA (ILL.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

INDIANA.

THE MARION LEADER is recognized as the best result getter for want ads.

THE Terre Haute STAR carries more Want ads than any other Terre Haute paper. Rate, one cent per word.

THE Muncie STAR is the recognized Want ad medium of Muncie. It prints four times as much classified advertising daily as all other Muncie dailies combined.

THE Indianapolis NEWS during the year 1904 printed 125,207 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 273,730 separate paid Want ads during that time.

THE Star League, composed of Indianapolis STAR, Muncie STAR and Terre Haute STAR; general offices, Indianapolis. Rate in each, one cent per word; combined rate, two cents per word.

DURING the month of October, 1904, the Indianapolis STAR published 55,670 lines of classified advertising. In October, 1905, it published 88,214 lines, a gain of 32,544 lines. If STAR want ads did not pay, the report would have been different.

IOWA.

THE Des Moines REGISTER and LEADER: only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week, Saturday the big day.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

25 CENTS for 30 words, 5 days. **DAILY ENTERPRISE**, Brockton, Mass., carries solo page Want ads. Circulation exceeds 10,000.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

THE BOSTON GLOBE, daily and Sunday, in 1905, printed a total of 427,227 classified ads. There were no trades, deals or discounts. There was a gain of 9,999 over 1904, and was 15,847 more than any other Boston paper carried in 1905.

MINNESOTA.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result getter; circulation in excess of 13,500; 1c. word; 1/2c. subsequent.

MINNESOTA.

THE Minneapolis JOURNAL carried over 13 per cent more Want ads during November, 1905, than any other Minneapolis daily. No free Wants and no objectionable Wants. (Circulation, 1903, 57,039; 1904, 64,384; 1905, 67,588; December, 1905, 67,927.)

THE ST. PAUL DISPATCH IS ALL YOU NEED in St. Paul for Want Ads. It carries more advertising than all other St. Paul mediums combined. The sworn average daily net printed and sold circulation of the St. Paul DISPATCH for year 1905 was 60,563—no returns allowed. It is the only newspaper of its circulation in St. Paul or Minneapolis that charges full rates for all classifications of want ads. The 1905 want advertising shows an increase of 218,400 lines over 1904. Seven telephone trunk lines assist in receiving local classified business.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 100,000 subscribers, which is 30,000 odd each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want advertisements or the amount in volume.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want Ad" medium; 1c. a word. Average circulation (1904), 11,359; Sunday, 13,756.

NEBRASKA.

LINCOLN JOURNAL and News, combined circulation over 37,000. Cent a word.

NEW JERSEY.

ELIZABETH DAILY JOURNAL—Leading Home paper; 10 to 24 pages. Only "Want" Medium. Cent-a-word. Largest circulation.

NEWARK, N. J., FRIE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

THE POST EXPRESS is the best afternoon Want ad-medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

BUFFALO NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 30 cents a line per issue flat; six words to a line. Sample copies, ten cents.

NORTH CAROLINA.

"QUICK DEAL," at 6c. the line. Want Dept., EVENING SENTINEL, Winston-Salem, N.C.

NORTH DAKOTA.

GRAND FORKS HERALD, Circ. Sept. '05, 6,515. Examination by A. A. A., June '06. Biggest Daily in N. D. La Coste & Maxwell, N. Y. Rep's.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium, 1c. per word. Largest circulation.

THE BILLBOARD for street men, sidewalk salesmen, drifters and itinerant merchants in all lines. Although essentially and primarily a theatrical and amusement journal, the demonstrating salesmen and peddlers of the sidewalks have also claimed it for their own. Practically every one of them in America reads it regularly every week; 15 cents per line flat.
Address **THE BILLBOARD PUBLISHING CO.**, Cincinnati, O.

OREGON.

PORTLAND JOURNAL, Daily and Sunday, leads in "Want ads," as well as in circulation, in Portland and in Oregon.

THE JOURNAL'S UNPARALLELED RECORD In Circulation and Advertising.

The year 1905 was the most prosperous year of the Pacific Northwest's history, and the JOURNAL desires to take the advertising public into its confidence.

The JOURNAL recorded decisive advancement during 1905, not only in circulation but in the amount of advertising carried.

Circulation is of vital interest to the advertiser, and the JOURNAL believes in giving exact information along that line. The JOURNAL is the only Portland newspaper that makes public its circulation. In August, 1905, the Association of American Advertisers' expert examined the circulation of the JOURNAL and the Telegram—the Oregonian refusing to admit of an examination—and reported that the JOURNAL had the larger paid circulation. The bona fide circulation of the JOURNAL in Portland and Ore. is guaranteed to exceed that of any other daily newspaper. The sworn average circulation for December was 24,063. The actual daily average for entire year of 1905 was 21,936 copies.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 11,960. Publishes more Wants than any four Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper.

WILKES-BARRE LEADER, best want ad. medium in the booming anthracite field. Largest and best afternoon circulation.

WHY DON'T YOU PUT IT IN THE PHILADELPHIA BULLETIN!
Want Ads. in THE BULLETIN bring prompt returns, because "in Philadelphia nearly everybody reads THE BULLETIN."
Net paid daily average circulation for December:
303,843 copies per day.
(See Roll of Honor column.)

1905 a Record Year

The Philadelphia **GERMAN DAILY GAZETTE** published nearly 1,000,000 lines of general advertising during the past year. Are you using our columns? Write for copy of "Head of the Best" for the reason.

SOUTH CAROLINA.

THE Columbia STATE (©) carries more Want ads than any other S. C. newspaper.

VIRGINIA.

THE News LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (28,575 aver. 1 year) and the recognized want advertisement medium in Virginia. (classified advts., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.)

CANADA.

THE Halifax HERALD (©) and the MAIL—Nova Scotia's recognized Want ad mediums.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 95,835, Saturdays 113,892—sworn to.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD and WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada, and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the FREE PRESS carries a larger volume of general advertising than any other daily paper in the Dominion.

BRITISH COLUMBIA.

VICTORIA COLONIST, Oldest established paper (1857). Covers entire Province. Greatest Want Ad medium on the Canadian Pacific Coast.

THE REAL ESTATE PROPOSITION.

This issue of PRINTERS' INK deals with real estate advertising. It does not pretend to deal with all of it, for the accomplishment of such a task would call for a special issue somewhat the size of the "Standard Dictionary." But it is believed that light is thrown on certain high places in the realty advertising field.

* * *

Some of the special issues of PRINTERS' INK have been published with a view to encouraging advertising in lines of business where it was not generally employed, or where methods were antiquated. But the real estate men need no stimulus. In point of numbers they probably exceed any other advertising class whatsoever in every part of the country. Of the more than 36,000 realty men who will receive this issue of PRINTERS' INK perhaps every one is a newspaper advertiser at some time of the year, even though he operates far from a large city, handling country properties. The leaders in city realty operations rival local department stores in the size and frequency of their announcements. All this advertising is effective in high degree. The real estate promoter who uses even small space gets the benefit of classification in a prominent part of his local newspapers. There is a smaller margin for making mistakes in real estate advertising than any other branch, because the tiniest card, embodying the dullest facts about a property, is often just as good an advertisement as the spread-eagle announcement of a free suburban excursion. But real estate men feel that there ought to be fresh ways of exploiting properties where a liberal expenditure can be made, and in this issue of PRINTERS' INK quite a preponderance of attention has been given to campaigns that are fought out on the news pages—advertising that creates realty buyers instead of keeping one's proposition before the readers of the classified columns.

* * *

Some attention has been given, too, to stirring up the

real estate man's best ally, the newspaper publisher. If the newspaper owes anything to the community where it is published—and many intelligent publishers consider that it owes everything—it certainly owes most to the real estate men. The money they spend with newspapers is not the chief part of this debt. It is the realty operator's benefit to the community as a creator and builder that is important to the community's welfare. The banker safeguards the earnings and profits of all classes. The real estate man translates them into comfort, independence, permanent prosperity. The newspaper publisher ought to recognize this service by being a "bull" on real estate in his news and editorial columns. And he is plainly dishonest if, for the sake of immediate gain, he prints questionable investment advertising that diverts the community's savings and profits away from the safest universal investment, the land, into vapory, ruinous schemes. It is hoped that this matter has been set forth in a way that will lead the realty operator to seek out the newspaper publisher and secure better attention to his duty, and that the publisher, on his part, will attract still more realty advertising to his paper by carrying his share of the load.

* * *

As in the past, real estate advertising will be one of the leading subjects scheduled for regular treatment in PRINTERS' INK. Despite the importance of this vast business, no trade journal devoted to realty in the national sense has appeared, much less any publication devoted to real estate promotion. For news of what is being done in realty promotion PRINTERS' INK is the leading medium, and practically the only one. Its attention to the big successful campaigns in this field, as well as to the lesser plans and schemes that are often more effective in proportion than big operations, has brought the Little Schoolmaster a large and interested following of readers in realty circles. To the real estate man who makes the acquaintance of PRINTERS' INK with this issue nothing will prove a better investment than a year's subscription at the price of TWO DOLLARS. A six months' trial subscription will be accepted for ONE DOLLAR.

Address, with check,

PRINTERS' INK PUBLISHING COMPANY,

10 Spruce Street,

New York City.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES.

Advertisements 10 cents a line, pearl measure, 15 lines to the inch (\$5: 200 lines to the page \$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for pro rata.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG,

Editor and Manager.

OFFICES: NO. 20 SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, JAN. 24, 1906.

PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.

If it was not profitable to own houses there would be no landlords.

THE advertising columns of the newspaper is the modern Rialto—the meeting place where buyer and seller get together.

DON'T kick when a newspaper charges you something extra for preferred position. You get more for corner lots yourself.

No one is too poor to be interested in a real estate proposition if the property offered can be bought on the easy-payment plan.

"PERSONAL solicitation" is a good retriever, but for flushing the game the pointer "Advertising" is the better dog of the two.

If you honestly believe that advertising doesn't pay don't tack up a "For Sale" or "To Let" sign, because that is one form of advertising.

AN advertisement on the text: "Own Your Own Home" should make clear to the reader two things—Why You Should and How You Can.

THE man who buys lots 25x100 to-day and hangs on to them will leave his family well provided for when the time comes for him to occupy a plot 2x6.

If you can't be original in your advertising endeavor to be interesting. If you can't be interesting try, at least, to be truthful. If you can't be truthful don't advertise.

It is a good plan to remind the rent-payer occasionally that the familiar term "landlord" is simply the old feudal title "Land Lord" in disguise, and that "rent" is merely a modern term for "tribute."

THE classified columns of the newspaper is the directory to which the investor and home-seeker instinctively turn. If you are not represented in that directory you won't be in it with the competitor who is.

THERE is a purchaser somewhere for every piece of property that is offered for sale. In what other way can you get in touch with the man you want to reach so surely or so cheaply as through the columns of the daily paper?

DRIVE this fact home in your advertisements: That the man who pays rent for ten years pays the owner of the house he lives in all that that house cost in the first place, without ever owning so much as a single stick or stone of it himself.

EVEN the real estate man who believes in newspaper advertising will sometimes say of a certain property: "No, it wouldn't pay me to advertise that, it appeals to too small a class of people." And yet that same man if he loses a bunch of keys will rush an ad to the newspaper office although he knows that in the wide, wide world there is but one individual who can possibly be influenced by that advertisement.

Lots of good houses can be bought for as little as \$1,800. Lots of people will gladly lend \$1,800 for as little as five per cent interest. Interest on \$1,800 at five per cent doesn't amount to such a lot; only twenty-five cents a day—the price of five beers. And yet there are lots of persons who imagine they cannot afford to own a home of their own.

COLD facts are more convincing than glittering generalities. Property in your town has increased in value, of course, but don't be content to say that in your advertisement and nothing more. Be specific. Pick out a piece of property that everyone is familiar with. Find out what it sold for thirty years ago—twenty years ago—ten years ago—a year ago, and print the figures. The inference may be safely left to the intelligence of the reader.

A THING that the real estate broker ought continually to combat in his advertising is the tendency of the average man to believe that the day for profitable investment has gone by. Prices to-day naturally seem high when one recalls how cheaply the same property sold a generation ago. How often one hears? "If my father had bought that property thirty years ago he'd be a rich man to-day." And how seldom the man who makes this statement reflects that thirty years from now his son will be saying the same of him.

SUGGESTION for a home-seeker advertisement. "Why not buy a

home as you buy sugar—a little at a time. If families had to purchase a year's supply of sugar all at once, and pay cash for it, most of us would drink our tea and coffee unsweetened. So with one's home—the home that lasts not a year but a lifetime. Few can afford to pay the whole amount required in cash. The bank or trust company that lends the money required is in a certain sense like the grocer who buys sugar by the barrel and sells it by the pound—each purchases for us the thing we desire and lets us have it little by little as we can pay for it.

To many people the idea of a mortgage is repugnant, but any plan that will effect a saving in rent is warmly welcomed. Bear this in mind in your advertising and put your "Own a Home" proposition up to the rent-payer in this way: "Improved property usually nets the owner a yearly income equal to ten per cent of the market value of the property, that is to say a house that rents for \$30 a month or \$360 a year, is worth at the outside \$3,600. Money can be borrowed at five per cent interest, which means that you agree to pay the lender \$5 a year for every \$100 that he lends you. Interest on \$3,600 at five per cent amounts to \$180 a year, or \$15 a month—just half the rent of a \$3,600 house. Why not save the other half and use it to pay back the borrowed money little by little."

THE NEW YORK "GLOBE'S" FAVORABLE SHOWING.

The New York *Globe* has filed with Rowell's American Newspaper Directory for 1906, a detailed statement of its circulation for 1905. The report shows a daily average issue for the year of 139,247 copies. This average compares favorably with the figures appearing in the 1905 Directory, which showed an average issue of 103,516 for a year, ending with January, 1905.

THE Julius Mathews special agency, Boston, representing a list of New England papers, has opened a branch office in the Marquette Building, Chicago.

THE New Bedford, Mass., *Evening Standard* and the *Morning Mercury* send out a list of the general advertisers who have used these publications to date.

MR. CONVERSE D. MARSH, chairman executive committee of the Bates Advertising Company, admits that his is the only successful advertising agency that does not employ a solicitor.

ADVERTISERS and advertising agents realize, that if truthfully stated, the circulation of any class publication in point of size is insignificant compared with the big mediums of general circulation.—*The Billboard, Cincinnati, O.*

FAILING to find in Philadelphia a hall large enough to accommodate the nearly 5,000 newsboys who sell the *Bulletin*, that paper was obliged to forego the annual Christmas dinner that since 1897 it has tendered to the newsboys. In order that the youngsters might not be disappointed, however, a brand new one dollar bill was mailed to each one of them with the *Bulletin's* best wishes for a Merry Christmas.

TRANSFER BIG ACCOUNT FROM STARKE AGENCY.

The *Commercial Union* reports that the American Cereal Company's advertising will hereafter be placed by the J. Walter Thompson Agency, New York and Chicago. This advertising has been placed for years by the Paul E. Derrick Advertising Agency and by its successor, the M. Lee Starke Agency. The account is one of the largest and best in the country,

THE Philadelphia *Record* has announced that beginning with February 1, 1906, it will put into effect a flat rate, abolishing all time and space discounts for advertising. The rate is to be 25 cents per agate line.

IN observance of the semi-centennial of the city of Omaha, the *Bee* issued a "Jubilee Edition" on January first. A large bird's-eye view of the city, on heavy plate paper, was issued in connection with the special edition.

MISSISSIPPI proposes to pass a patent medicine law prohibiting the sale of all remedies containing wood alcohol, and requiring poison labels on those containing more than five per cent of alcohol, ether, cloral hydrate, ergot, morphine, opium, cocaine or other poisonous drugs.

OUR POSTOFFICE.

William R. Willcox, Postmaster of New York City, informs the Little Schoolmaster that the subscriptions given away by *Pearson's Magazine*, in connection with a prize-competition offered by the publishers, are not "legitimate" and that copies mailed in fulfillment of the offer are subject to postage at the rate of one cent for each four ounces, payable by stamps affixed. It would be interesting to know how the New York Postoffice is able to ascertain how many copies of *Pearson's Magazine* go to "legitimate" and how many to "illegitimate" subscribers. It appears that the prize scheme operated by *Pearson's Magazine* is partly permissible and partly contrary to the rules of the Department. Yet the Assistant Attorney General for the Postoffice Department enters no objection to the scheme. Hence some publishers may operate prize schemes as long as they only partly violate the rulings of the Department.

THE E. Lawrence McCarthy Advertising Company, which had offices at 1265 Broadway, New York, has gone out of business. It was only nine months old.

W. N. HUDIBURG has again returned to the *Chattanooga News* as advertising manager. Mr. Hudiburg has been connected with the *News* for a great many years, but a few months ago resigned from the *News* to accept a position with *Crabtree Press*.

LONDON AGENCY CHANGES NAME.

S. H. Benson, the London advertising agent, has registered the title "S. H. Benson, Ltd.," which will hereafter be used in connection with the business. The offices continue at 1 Tudor street, E. C. F. Glockler, formerly cashier, will act as secretary, and other members of the company are Mr. Benson's son, Philip de G. Benson, Wm. Hy. Beable and Chas. H. Fenn. The latter has charge of outdoor advertising.

IN THE WEST INDIES.

A New Yorker who made a trip to various ports in the West Indies had the following newspapers—printed in English—brought to his notice:

ST. THOMAS.
Lightbourn's Mail Notes, daily, 22d year
4 pages, about 10x12.

BRIDGETON.
Barbadoes-Bulletin, Advocate and Daily News.

KINGSTON.
Daily Gleaner, 16 pages, established 1834.
Jamaica-Daily Telegraph and *Anglo-American Times*.

PORTO RICO.
San Juan News, daily except Monday.

Those who take a winter trip to the West Indies, he asserts, find themselves in the sort of climatic condition they leave New York to get away from in July and August. It is a peculiarity of the towns and cities that one may walk their streets by the hour and not be able to assert that he has seen a single person that he could assert was a white man.

THE M. B. Wilson Advertising Agency, New York, placing the publicity for Madame Yale's toilet preparations, has moved into the Flatiron Building. Its old offices were at 947 Broadway.

THE average daily circulation of the *Record*, Troy, N. Y., for 1905, was 18,095 copies, according to a statement made by its publisher. The *Record's* 1904 average, as credited in Rowell's American Newspaper Directory, was 16,438.

THE PORTLAND, ORE., "JOURNAL."

C. S. Jackson, publisher of the Portland, Oregon, *Journal* asserts that its advertising contracts are made subject to a proven circulation averaging above 23,500 copies daily. The actual daily average of the *Journal*, according to the publisher's detailed statement given to Rowell's American Newspaper Directory was 21,926 for 1905.

SEMI-CENTENNIAL OF THE "IRON AGE."

The *Iron Age* for January 4, an issue of 452 pages, marks the fiftieth anniversary of this journal, one of the oldest technical publications in the United States. The *Iron Age* was established in 1855 at Middletown, N. Y., as the *Hardware Man's Newspaper*, by John Williams, father of David Williams, the present publisher. In 1859 the present name was assumed. From the first it stood for the development of home production of iron, steel and hardware, and in the period covered by its existence this country has passed from an import basis to one of dominance in the world's iron and steel markets. The anniversary issue contains a review of the industry for fifty years, with a sketch of the paper's history by David Williams.

A GROWING city is a good advertising field.

BRIGHT & VERREE, Inc., with offices in the Tribune Building, New York, and Boyce Building, Chicago, who have for some years represented the Omaha *World-Herald* in the Western field, have been recently appointed Eastern representatives of this paper.

A FERTILIZER ALMANAC.

The old-fashioned almanac, string and all, has been adopted as the starting point of the 1906 catalogue of Virginia-Carolina Chemical Company fertilizers. The almanac part has been well done, with maps of the stars for each month, weather forecasts for a year and all the other useful and useless information. That takes about thirty pages, and 150 pages more have been added, telling fully everything the farmer needs to know about every kind of fertilizer, showing half-tone views of crops, etc. The book is issued by the company at its headquarters, Richmond, Va., and sent out with the card of the local dealer who distributes it.

TWO MORE LIBEL SUITS AGAINST MCCLURE'S.

The S. S. McClure Company, publishers of *McClure's Magazine*, have been made the defendant in two new libel suits for \$100,000 each in the United States Circuit Court. The complainants are the Union Refrigerator Transit Company, a Wisconsin corporation, and Emanuel L. Phillips, president of the company. The alleged libel is contained in an article on rebating written by Ray Stannard Baker in the January issue of *McClure's*. The article says the private car company is owned mostly by a Milwaukee brewing firm. This the complainants deny. The article says that the company received rebates through the efforts of Mr. Phillips. This is also denied.

McClure's Magazine carried more advertising than any other in the year 1905.

NOW "MERTZ" MAGAZINE."

With its January issue *Pacific Coast Advertising* takes the name of its publisher, Lewis H. Mertz, and becomes *Mertz's Magazine*. The publication was established nine years ago, and was until recently edited by W. D. Curtis, of the Curtis-Newhall agency, Los Angeles. Mr. Mertz is now both publisher and editor. *Mertz's Magazine* is largely local in character, giving attention to the advertising affairs of the Pacific Coast. It has no agency connections, it claims, and last year printed 300 pages of matter, standard magazine size, designed to promote advertising in the Far West. It also states that its advertising is on a cash basis.

NEW FINANCIAL MAGAZINE OUT.

Moody's Magazine, the new monthly for investors, bankers and financial men generally, appears in standard magazine form, eminently convenient in size and entirely authoritative in its articles. *Moody's Magazine* is published by the Moody Corporation, 35 Nassau street, New York, the publishers of *Moody's Manual*. Its purpose in the financial field is stated thus:

It is designed to serve the investor, the banker, merchant and man of affairs in an attractive and popular, but not superficial way. In this respect it is original and unique and occupies a formerly unoccupied field. Briefly, it gives, in plain, simple language, the gist of all important news; it looks inside and outside of reports; it does not suppress or color information; it is the organ of no corporation or interest; it does not publish advertisements as news matter; it does not sell its editorial columns to its advertisers; its editorials are fearless and truthful, but not malicious; it is independent; it has no private pull rope from the business office to the editorial desk; it is fair and honest with its subscribers and advertisers, and it deserves the support of all honest investors.

ADVERTISERS need as much reminding as they need information—PRINTERS' INK will do both for a good publication.

FRESH BOND STATISTICS.

The banking house of J. S. Bache & Co., 42 Broadway, New York, lately addresses inquiries to 7,000 bankers in the United States with a view to finding out the extent of their bond purchases, as well as their attitude toward this class of investment. Replies were entirely favorable to bonds, and have been condensed in an interesting pamphlet entitled "Bonds as a Safety Reserve for Banks," showing the standing of bonds of different classes, giving opinions of bankers, etc. To any bank or bond house advertising such securities there is valuable advertising material in this brochure.

IT FLOATS.

Soap making is one of the most important industries of Cincinnati and the output and sales for 1905 are estimated at \$21,500,000. Statisticians of the Chamber of Commerce have had difficulty in arriving at satisfactory figures on shipments, because much of this product is shipped as general merchandise and its identity lost, but they estimated an increase of about 10 per cent over 1904. Nearly 150,000 tons of soap was made here during the past year and four-fifths of it went to foreign markets. A prominent manufacturer said: "I believe to-day the soap manufacturers in Cincinnati are doing more to advertise and make Cincinnati famous in every corner of the United States than any other industry established in the city. There are approximately 240,000 groceries in the United States, and it would be a very difficult matter to go into any one of these and not find some kind of Cincinnati soap represented on their shelves and advertised in their stores."—*Cincinnati Enquirer*.

WORCESTER MOVES UP A PEG.

Mr. Frank W. Worcester, who for a year was general manager of the Medical Lake Salts Company in this city and who placed a large amount of advertising for that concern, went to the Pacific Coast when he left New York. He connected himself with the San Francisco *Chronicle* and did so well for that paper that the assistant general managership of the Los Angeles *Herald* was offered him. As Worcester always makes good, his success in Los Angeles reached the ears of the proprietor of the *Herald*, of Oakland, Cal. On the eighth instant he became president and general manager of the *Herald* in Oakland.

GOVERNMENT AFTER QUACKS.

What is said to be the first instance in which the Federal authorities have proceeded against a quack medical concern is the action taken recently against the "Force of Life" Chemical Co., Broadway and 81st street, New York. This company occupied a whole floor in a large building, and carried on a traffic among the sick, finding rich fields of operation among old soldiers, readers of the religious papers, etc. Its managers have been arrested on a charge of using the mails to defraud. About 500 complaints had been received, and it is estimated that victims have been bled to an aggregate of hundreds of thousands of dollars by advertising and circulars.

FLUFFY'S FINISH.

The following advertisement recently appeared in a Louisville (Kan.) paper: "Lost—One dollar reward will be paid for the return of my Maltese kitten; white cross on throat, blue ribbon about neck; answers to name of Fluffy.—Mrs. X. Y. Brown." And immediately under it appeared the following: "Reward—I will pay \$3 reward for the hide of said cat.—X. Y. Brown."—*From the Topeka State Journal*.

JOHN H. SINBERG, of the advertising department of the Philadelphia *Record*, spent the week of January 13-20 in New York, representing his paper at the Automobile Shows, looking after the news and advertising.

ADVERTISING WIT AND WISDOM.

"Grains of Gumption" is a little book in which have been collected some of the advertising sayings, proverbs, morals, paragraphs and what-nots of Jed Scarboro. These pithy things of the Brooklyn advertiser have been familiar for several years in PRINTERS' INK and its babies, and most readers of the Little Schoolmaster know that of their kind there is nothing better. The volume is in paper covers, published by the Outing Press, Deposit, N. Y.

CIRCULATION OF TWO MUNSEY MAGAZINES.

Frank A. Munsey issues a printed statement of circulation covering his two story-magazines, the *Argosy* and *All-Story Magazine*, showing that their 717,000 combined at \$400 means only fifty-three cents per page per thousand to the advertiser. The following schedule shows distribution by States:

Foreign, 20,745;	Canada, 39,143;
Washington, 24,434;	Oregon, 11,362;
California, 48,143;	Arizona, 3,921;
Idaho, 3,985;	Nevada, 544;
Utah, 4,123;	New Mexico, 2,439;
Wyoming, 1,697;	Montana, 7,604;
Missouri, 25,770;	Colorado, 16,325;
South Dakota, 3,657;	North Dakota, 3,290;
Arkansas, 4,799;	Florida, 5,604;
Alabama, 6,583;	Mississippi, 4,144;
Louisiana, 7,309;	Texas, 19,339;
North Carolina, 3,135;	South Carolina, 2,475;
Georgia, 7,606;	Kansas, 11,712;
Nebraska, 11,000;	Oklahoma, 5,029;
Indian Territory, 3,752;	Minnesota, 16,092;
Wisconsin, 11,038;	Iowa, 15,200;
Illinois, 36,640;	Indiana, 13,113;
Kentucky, 3,985;	Tennessee, 6,884;
Michigan, 19,573;	Ohio, 34,100;
Virginia, 6,047;	West Virginia, 4,194;
Maine, 7,559;	New Hampshire, 2,473;
Vermont, 2,766;	Rhode Island, 7,004;
Connecticut, 13,461;	Massachusetts, 49,013;
New York, 95,972;	Pennsylvania, 41,723;
New Jersey, 8,626;	Maryland, 5,169;
D. C., 6,629;	Delaware, 433.
Total, 717,363.	

FORBES QUILTS.

Mr. John M. Forbes, editor of the *American Advertiser*, tells the Little Schoolmaster that he has resigned his position on that publication.

WHEAT is the subject of an impressive illustrated folder issued by the *Spokesman-Review* of Spokane, Washington. This paper estimates the 1905 crop of wheat, oats and barley in the Pacific Northwest at 70 million bushels, valued at \$40,000,000. The inference is that the farmers having reaped a good harvest the field covered by the *Spokesman-Review* ought to be a good one for the advertiser to cultivate.

THE FLAT RATE SUCCESSFUL IN CANADA.

The initiative taken by the Winnipeg *Free Press* nearly three years ago, when it put into force the flat rate system of selling advertising space, is being gradually followed by many prominent papers. The Montreal *Star* was the first Canadian paper, after the *Free Press*, to recognize the justice and fairness of the flat rate and introduce it. The *Herald* of Halifax next fell into line with a modified form of the flat rate. Later the Toronto *News* announced that they had been converted to the *Free Press* method of doing business. Many other Canadian metropolitan dailies are exhibiting a tendency to frame their advertising rate cards on the flat rate principle. That veteran authority on advertising matters, Geo. P. Rowell, of New York, has declared that "if the flat rate was universally put in force nineteen out of every twenty newspapers would go out of business, because nineteen out of every twenty papers are getting more for their advertising than it is intrinsically worth, and it is one of the main objects of the flat rate to establish to the satisfaction of the advertiser that he is not being robbed."—*Manitoba Free Press*, *Winnipeg*.

THE *Courier-News* of Plainfield, N. J., has just issued an Almanac and Handbook for 1906 containing much interesting information concerning Plainfield, North Plainfield, Union and Somerset Counties. It was compiled by W. W. St. John and C. F. Stout, the latter the distributing agent for the *Courier-News*.

SOUTHERN WEEKLIES CONSOLIDATED.

The Memphis *News-Scimitar* has bought Crabtree's *Chattanooga Press*, a weekly published at Chattanooga by W. R. Crabtree, and consolidated it with the *Weekly News-Scimitar*. The Chattanooga paper was credited with a weekly issue of 24,748 for 1904 by Rowell's American Newspaper Directory, and the merger gives the *News-Scimitar's* weekly edition a circulation of 100,000 it is claimed, or the largest issue of its kind in the South.

PHILADELPHIA "LEDGER" GAINS IN ADVERTISING AND CIRCULATION.

During the year 1905, according to its publisher's statements, the Philadelphia *Public Ledger* gained over 1904 632,140 lines of advertising. Expressed in columns of 300 lines, this is a gain of over 2,000 columns, or the equivalent of nearly 300 pages. It printed last year over 5,000,000 lines of advertising, a much larger amount than in any previous year in its history, comprising 527,345 separate advertisements, a gain of 168,670 separate advertisements over 1904. The *Ledger* is also confident that it gained some circulation, but seem to be a little indefinite as to how much. Says the publisher: "The *Public Ledger* in 1905 made a larger gain in circulation than during any similar period of its seventy years of history, and to-day has a larger circulation than it has ever before enjoyed, a circulation that is at present increasing at a more rapid rate than ever before."

BATTEN AGENCY GOES UPTOWN.

The George Batten Company, which has been in the Potter Building, Park Row, since its organization a dozen years ago, has moved to larger quarters uptown in the Metropolitan Annex Building, Fourth avenue and 24th street. The entire eleventh floor, 5,000 square feet, is occupied to take care of a business embracing 350 accounts.

THE CHICAGO "TRIBUNE'S" NEWS SERVICE.

The *Circulation Manager* gives an interesting account of a recent news event as handled by the *Chicago Tribune*, showing its supremacy in its own field as a paper to which the people of Chicago turn in times of big news:

A nearly perfect organization enabled the *Tribune* to send its extra edition containing the news of the Walsh bank failure to eighty per cent of its subscribers on the morning of its announcement. Equipped with its own wagons and drivers it was in better condition, of course, to circulate the paper than the rivals whose co-operative wagons already had carried away their papers for regular subscribers and could not be recalled. In regular active service that morning there were nearly forty wagons, while in the *Tribune* barns were twenty-five others, ordinarily used only to handle the massive Sunday papers. These were hurriedly manned and put into use to meet the emergency demand. While the furious activity in editorial, printing, stereotyping and other departments was at its height, the manager of the delivery department called back the few wagons that had got away, stopped trains, and seventy men on thirty-five wagons waited for papers to make record runs, while extra wagons were being rushed to the office to complete the deliveries. In the wagons called back were thousands of papers of the regular run that he destroyed. It was determined to give every reader the news if possible. The order went out to recover everything that had been missed. The substitution commenced, and, until shortly before 9 a. m., the wagons continued the work. At 3 o'clock the *Tribune* had given the news from Hammond to Evanston, from the lake back to Joliet and Elgin. Every prominent newstand had the *Tribune's* complete three column account of the feature.

THE VALUE OF CONCENTRATION.

HOW A REAL ESTATE FIRM HAS MADE ITSELF PRE-EMINENT IN ITS FIELD BY THE SIMPLE EXPEDIENT OF NOT ATTEMPTING TO COVER TOO MUCH TERRITORY.

Some fifteen or sixteen years ago the gentlemen comprising the real estate firm of Slawson & Hobbs, 284 Columbus Avenue, New York City, became impressed with the idea that the future growth of Manhattan would be greatest in that portion of the city known as the West Side. They acted on their belief, and establishing themselves in this neighborhood they talked up West Side investments, year in and year out, until to-day are recognized throughout the city as the best posted people on West Side values. Good judgment has had much to do with their success; advertising has had much to do with it; but a third factor, and no inconsiderable one, has been their policy of concentration. The advertiser who attempts to cover too large a field is usually foredoomed to failure. By restricting their field of operations to the territory north of Fifty-ninth street and west of Central Park, Slawson & Hobbs have, in a comparatively short time, achieved the reputation of being first in their field. As a matter of fact, properties lying outside of the territory, that they have made their own are often entrusted to their care, but in their advertising it is the West Side and nothing but the West Side that they talk about.

The advertising of this firm is confined wholly to daily papers published in New York City. The *Herald*, *Times*, *Globe*, *Mail and Express*, and occasionally the *Evening Post*, are the papers used most frequently for advertising investment properties, while flats to let are advertised in the *Herald*, *Journal* and *World*. Mr. F. H. Birch, the head of the investment department, is also in charge of the firm's advertising, but he professes not to be an advertising man, and yet it is safe to say that no more effective advertising of

metropolitan real estate is being done in New York to-day than that of Slawson & Hobbs.

Mr. Birch admits that the advertising is effective. To a reporter of *PRINTERS' INK* he said: "I cannot conceive of anyone achieving success in the real estate business without advertising. How else is one to get in touch with the multitude of people who wish to buy or rent houses or apartments. This business is unlike some others, where one can secure lists of people who are likely to be interested in his business, and limit his efforts to securing business from them either by some form of direct advertising or personal solicitation. The people who are interested in real estate are confined to no particular line of trade and to no particular locality. The man we can do business with may live in the downtown East Side or in the Bronx or around the corner. We don't know who he is nor where he is, but one thing we are sure of; that whoever and wherever he is the daily paper will reach him."

Recalling to mind a two-page Slawson & Hobbs advertisement that appeared last summer, I asked Mr. Birch if he often used such large space.

"Not always as large as the advertisement you mention," he replied, "but in a general way I may say that we have not much faith in small advertisements. The space that we use most frequently is an advertisement 100 lines deep across three columns. Such an advertisement nearly always dominates the pages on which it appears, and is sure to be seen. The two page advertisement to which you refer, was probably one in which we printed half-tone views of a number of apartment houses listed in our Agency Department. Our business, you know, is divided into a number of departments with a specialist at the head of each. For instance, the Agency Department, or Collection Department as it is sometimes called, has charge of the management of estates, the renting of flats, collection of rents, etc. The Investment Department

handles income-producing properties, improved property that one buys as a permanent investment. The Lot Department lists nothing but unimproved property, while the Private House Department, divided into two sections, caters to the needs of people who wish either to buy or to rent dwelling-houses. We have also an Insurance Department for the con-

been based on suggestions made by my co-workers."

Mr. Birch explained that there are seasons in the real estate business just as there are in the clothing or millinery trade. The renting season extends from July 1st to November 1st. Leases that formerly ran from May to May now run from October to October. This change has been

REAL ESTATE FOR SALE.

REAL ESTATE FOR SALE.

REAL ESTATE FOR SALE.

Has the Limit Been Reached?

It is a conspicuous fact in connection with the development of any particular section of New York that, when prices increase to a level in excess of previous quotations, the impression prevails that the limit has been reached, and new fields must be sought out for speculative exploitation. At such a time the wisecracks shake their heads and the critics point solemnly to the comparatively recent times when this or that property could have been bought for so and so much.

To be sure, there have been sections where, owing to unusual conditions, values have been inflated and prices boosted to absurdly high figures. But any one familiar with the development of the Upper West Side knows that artificial means have never played a part in the gradual and continuous advance which has characterized the real estate situation of this section for the past fifteen years.

The Upper West Side holds a unique position even among the most promising fields of investment in New York City—a position absolutely unassailable because it is based on the natural growth and expansion of the city.

To those who are interested we will be glad to point out specific properties, besides those enumerated below, which can now be had at reasonable prices.

Investment Properties.

AN EXCEPTIONAL OPPORTUNITY—Broadway corner, neighborhood of 110th Street Subway Station; Ten-story, elevator, modern building, says over 100 units. Price, \$1,000,000. Mfgs. \$100,000 at 10% Rents, \$10,000.

SOMETHING CHEAP IN THE NINETEENS, Long Island City—Factory, \$100,000.

SOLD

EXCELLENT CORNER convenient to Subway and "L" Stations in the northwest, near new Astor apartments—Factory, 40,000 sq. ft. area—five acres. 2 apartments of 10 rooms and bath each. Price, \$110,000. Mortgage, \$10,000 20 years to run. Rents, \$10,000. Good asset to hold for investment.

SOMETHING UNUSUAL. Asking price only \$50,000. Two two-story Amsterdam Avenue Gas, hot, cold, 10 rooms and bath, hot water supply, no steam. Rents ridiculously low. Free and clear will leave a reasonable mortgage for term of years. Near the other subway station.

8TH STREET, near Central Park West, two 4-story single apartment

SOLD

NEW LAW HOUSE in situation, near Columbus Avenue—story, 10 rooms, 2 apartments per floor, 20 and 24 rooms, steam and hot water. Price, \$100,000. Mortgage, \$10,000 at 6%, 20 years to run. Rents, \$10,000. Will exchange for small private house.

AMSTERDAM AVENUE, near 81st St., "L" Station. Well built, 4-story, 10 rooms, 2-story, 10 rooms, 2 apartments per floor, 20 and 24 rooms, steam and hot water. Price, \$100,000. Mortgage, \$10,000 at 6%, 20 years to run. Rents, \$10,000. Will exchange for small private house.

44-45 WEST 80TH STREET, private house block, extra well built; new law house; 10 rooms, 2 apartments per floor, 20 and 24 rooms, steam and hot water. Price, \$100,000. Mortgage, \$10,000 at 6%, 20 years to run. Rents, \$10,000. Will exchange for small private house.

WASHINGTON HEIGHTS, private house block, extra well built; new law house; 10 rooms, 2 apartments per floor, 20 and 24 rooms, steam and hot water. Price, \$100,000. Mortgage, \$10,000 at 6%, 20 years to run. Rents, \$10,000. Will exchange for small private house.

OPPORTUNITY TO BUY CHEAP TRIPLES—Excellent location, three-story, 10 rooms, 2 apartments per floor, 20 and 24 rooms, steam and hot water. Price, \$100,000. Mortgage, \$10,000 at 6%, 20 years to run. Rents, \$10,000. Will exchange for small private house.

NEAR 140TH STREET, Subway Station—4-story, 10 rooms, 2 apartments per floor, 20 and 24 rooms, steam and hot water. Price, \$100,000. Mortgage, \$10,000 at 6%, 20 years to run. Rents, \$10,000. Will exchange for small private house.

SOLD

NEW LAW HOUSE recently completed; located near Subway on the Highways, 10 rooms, 2 apartments per floor, 20 and 24 rooms, steam and hot water. Price, \$100,000. Mortgage, \$10,000 at 6%, 20 years to run. Rents, \$10,000. Will exchange for small private house.

AMSTERDAM AVENUE, near 86th Street, "L" and 81st St. Subway—story, 10 rooms, 2 apartments per floor, 20 and 24 rooms, steam and hot water. Price, \$100,000. Mortgage, \$10,000 at 6%, 20 years to run. Rents, \$10,000. Will exchange for small private house.

80TH STREET, near Columbus Avenue—Private house, 10 rooms, 2 apartments per floor, 20 and 24 rooms, steam and hot water. Price, \$100,000. Mortgage, \$10,000 at 6%, 20 years to run. Rents, \$10,000. Will exchange for small private house.

SOLD

NEW LAW HOUSE recently completed; located near Subway on the Highways, 10 rooms, 2 apartments per floor, 20 and 24 rooms, steam and hot water. Price, \$100,000. Mortgage, \$10,000 at 6%, 20 years to run. Rents, \$10,000. Will exchange for small private house.

AMSTERDAM AVENUE, near 86th Street, "L" and 81st St. Subway—story, 10 rooms, 2 apartments per floor, 20 and 24 rooms, steam and hot water. Price, \$100,000. Mortgage, \$10,000 at 6%, 20 years to run. Rents, \$10,000. Will exchange for small private house.

80TH STREET, near Columbus Avenue—Private house, 10 rooms, 2 apartments per floor, 20 and 24 rooms, steam and hot water. Price, \$100,000. Mortgage, \$10,000 at 6%, 20 years to run. Rents, \$10,000. Will exchange for small private house.

CHOICE RESIDENCE at a sacrifice.

341 WEST 80TH STREET.

If you are in search of an elegant home fitted with all modern conveniences, the above will meet with all your requirements.

A superb four-story high-stoop limestone and pressed brick dwelling ready for immediate occupancy, in perfect order from cellar to roof.

Twenty feet in width, bathroom extension, three new tiled baths fitted with solid porcelain fixtures; parquet floors in every room; electric light throughout, with new combination gas and electric fixtures of the latest design; bay window on second and third floors, giving a fine view of Riverside Drive and the Hudson River. New decorations throughout; parlor in green silk, dining room in imported tapestry, and library in red silk. The house can be inspected any day, including Sundays. Watchman on premises.

SLAWSON & ROBBS, 284 Columbus Ave., 4th Street

venience of clients who wish to take out fire, burglary, or general liability insurance. All of these departments are advertised from time to time, but the Investment and Agency Departments are naturally advertised to a greater extent than are the others. The head of each department, however, takes a personal interest in the general advertising campaign, and many of our best ads have

brought about by the real estate men themselves, in order to prevent the earnings of property from being impaired in the summer season. When leases expired in May many tenants were in the habit of storing their furniture and going away for the summer, leaving the house or apartment vacant at the very time when it was most difficult to secure another tenant. The Octo-

ber lease obviates this disadvantage, and is now very generally adopted by New York real estate brokers.

"We begin to advertise the houses and apartments we have to let as early as July," said Mr. Birch, "because a good many people who are thinking of moving when their lease expires begin to look for new quarters in the summer time, knowing that the best things will be snapped up before moving day. By the end of October the renting season is practically over and we let up on our advertising of houses and flats to let, and begin to talk investment properties. To be exact, the investment advertising begins in September and continues until July; in other words, the active season in the investment line corresponds very nearly to the dull season in the renting department."

I can understand," I said, "why there should be a dull and an active season in the renting of property, but it would seem that property could be sold at any time. Why is a man not as likely to buy investment property in August as in December?"

"Because," said Mr. Birch, "people who have sufficient capital to invest in improved real estate have money enough to spend the summer abroad, or at any rate out of town, and usually do so."

The characteristic feature of the Slawson & Hobbs advertisement is an introductory talk which is always interesting and suggestive, though seldom exceeding two hundred words in length. Here are two of these introductory paragraphs, one containing a concrete example of the rapid increase of West Side values and the other a suggestion as to advantages of trade deals—that is the swapping of unimproved for improved properties.

DEMAND SETS THE PRICE.

In our campaign of education on West Side real estate as a field for profitable investments we have not given as much consideration to private dwellings as the subject merits, simply because the percentage of people interested is so much smaller than

that of the people who are interested in income-producing properties.

Yet, the private house situation is growing daily in importance, both from the homeseeker's as well as from an investment and speculative standpoint. The great influx of newcomers to the West Side and its own normal increase in population, together with the almost total suspension of private house construction for the past three years, have brought about an unusual situation and a great dearth of private houses. As supply and demand always set the price, and the present supply being away below the demand, it is perfectly logical that this condition should create unusual speculative investment opportunities in the private house line.

Here is a concrete example of the speculative phase of the situation: Recently we sold for a client a house in West 84th street for \$50,000 which he bought through us two years ago for \$45,000. Five years ago the same house was sold for \$42,500. There are scores of similar instances of legitimate increase in value on our records. The great advance in the rents of private houses is too well known to require comment here.

REAL ESTATE TRADE DEALS.

HOW TO ACQUIRE WEST SIDE PROPERTY WITHOUT CASH.

As a rule the trades that are made nowadays have their explanation in economic conditions. The builder, rather than carry his finished product through another season, will take for it some money and another parcel of lots with which to continue in his branch of the business. Or the newcomer to New York, having property in another city, will trade it for income-producing property here, where he can employ himself in its management; or, again, an owner of a number of small properties, or such as are in need of reimprovement to make them properly productive, will exchange them for some large single investment which is up-to-date and promises to pay him a better net income. Where deals of this kind can be arranged they are mutually satisfactory, and cost less to both than where money is introduced as the medium of exchange. In a market that affords such a vast variety of elements, and that is so constantly growing and expanding as is the real estate market in New York, it is inevitable that there should be many legitimate opportunities for such exchanges.

We are in a position just now to negotiate a few trade deals, provided the properties offered in exchange are not too heavily encumbered with mortgages.

Mr. Birch endeavors whenever possible to give these introductory talks a timeliness that will fit in with the news of the day. For instance, when the newspapers were publishing the result of the recent State census, the Slawson

& Hobbs advertisement was prefaced by the first of the two paragraphs printed below. When Wall Street had shown signs of an impending panic on Saturday Mr. Birch printed on the following Monday the paragraph headed "You Never Can Tell."

ALL ROADS LEAD TO ROME.

By the estimate of the State census enumerators Greater New York has now 4,140,622 people, an increase of 703,420 over the Federal census figures of 1900.

That is to say, in five years, the city has added a San Francisco, and a Buffalo combined; or two Cincinnati's, seven Albany's, a dozen Hoboken's. This is progress in municipal population to which no parallel exists in the world's history. All roads lead to Rome, but Rome had no ocean liners to add their quota of humanity seeking new homes.

The time when we shall outstrip London and become the world's metropolis is now measureably near. . . . To house these newcomers, five in a family, would require 140,000 new flats, to provide which nearly 5,400 seven-story single flat houses would be needed.—*From a recent editorial in the New York World.*

Study the direction of the movement of population. Where the crowd goes high prices will go. The increase in the population of the upper West Side has been greater than that of any other section in this city.

A man with a small accumulation of money to-day can make himself rich in ten years if he buys real estate wisely. One Hundred and Twenty-fifth street is nearer the City Hall to-day than was Fourteenth street a few years ago.

In a short time what the wise man knows now the whole public will know—it will be too late then for bargains.

YOU NEVER CAN TELL.

Semi-panicky conditions on the Stock Exchange last Saturday. Prices slumped in some cases a point at a time, and over the Street spread a canopy of dark rumors threatening worse things to come. The brokerage offices were crowded with speculators, many of whom saw their margins being swept away.

You never can tell what is going to happen in Wall Street. One day rosy visions of large profits loom up on your horizon, and the next day you are literally sweating blood in fear of being "wiped out."

Just compare this frenzied game with the sober and legitimate kind we

have been preaching in these columns for the past six months.

Take the lessons to heart that Wall Street has taught last week and come to us for advice.

When he can find in the news columns nothing that can be taken as a text for his advertisement Mr. Birch falls back on "general improvement" talk like the following:

60,000 CHANGE THEIR HOMES.

A GREAT INFLUX OF NEW RESIDENTS TO THE UPPER WEST SIDE.

With the rapid march of improvements in New York in the last few years, there has been such a revolution in the real estate situation as no other city in the world has witnessed in the same period. It has been the means of driving thousands of people out of their old homes. In the process of the great transition brought about by the various public improvements and the march of trade northward, it is estimated that no less than 60,000 persons have been driven to seek homes in other parts of the city. The largest percentage of these people have moved to the upper West Side with a resultant scarcity of apartments and private dwellings.

The logical effect on real estate values as a result of this increase in the population of the West Side is obvious. Let ordinary business judgment prevail with you, and do not delay action until the cream is out of present opportunities.

The man who buys wisely to-day will lay for himself the foundation of financial independence in the future. This city is growing to be the city of ten million people. What the elevated railroad did for real estate in Harlem, the Subway is now doing for the upper West Side, Washington Heights, and the Bronx.

The fac-simile reproduction of a Slawson & Hobbs advertisement, reduced from 100 lines triple column, shows the general typographical arrangement preferred by Mr. Birch. Recently, however, he has abandoned the practice of listing a dozen or more properties in each ad, believing that better results can be obtained by concentrating the reader's attention on not more than three opportunities. In the more recent advertisements the same general typographical arrangement is retained, but each of the three columns occupying the lower half of the announcement is devoted to a single property only—or three properties in all.

My last inquiry was as to the

relative value of morning and evening papers.

"We use both," said Mr. Birch, "the morning papers principally for advertisements of houses and apartments to let, the evening papers principally for announcements of investment properties for sale. My impression is that the evening paper is more apt to be read leisurely, and when one is in a mood to consider suggestions concerning investments. The househunter, however, will nearly always consult the morning paper, and will start out to follow up the advertisements of houses and apartments to let the same day."

IN MEADVILLE, PA.

MEADVILLE, Pa., Jan. 8, 1906.

Editor of PRINTERS' INK:

I hope I am not encroaching upon your time when I ask you for your opinion on the question asked below.

There are two papers printed daily in Meadville from the *Tribune-Republican* press. One is called the *Tribune-Republican* and is a morning paper. The other is an evening paper and is called the *Evening Republican*. Both papers strive for the best local and telegraphic news of the day. What I want to get at is this, which paper is best for family reading? Which appeals to the women folks the most? A friend of mine and myself are having a little argument on the matter, one of us taking the position that the news of the *Tribune-Republican* is the best taken as a whole, while the other bases his opinion on the *Evening Republican*, as he says the news of this edition appeals to the women and that is the class of people who must be catered to. He also says that although the movement of ships, etc., is good news yet an article such as the one headed "Old Will Found in Bible" is a better one as a whole.

We have decided to send you the two papers and mark the news on each which we wish decided on.

Perhaps I had better explain why the news is marked. The news part of it—of the morning paper—is used by the evening paper and vice versa. What we wish is the opinion based entirely upon the news secured by each edition. The papers taken are just taken for the day and show the general trend of their news, etc. Which do you think the best family newspaper? Trusting to hear from you at your leisure I am, sincerely yours,

CHAS. B. MENOLD.

It would appear probable that Mr. Menold's question would be answered by a knowledge of

which paper goes into most Meadville homes. Commonly, of late years, evening papers sell more copies than morning papers. The morning paper to some extent goes to stores, offices and work-rooms, and is left there. The evening paper may be said, practically, to go (or to be carried by the buyers) wholly to homes. Generally speaking the morning paper is of a more solid and substantial character than the evening paper, and is commonly sold at a higher price. This appears to be true of the Meadville papers under consideration. The morning paper is sold for \$5 a year but the evening edition may be had for \$3. Without doubt, therefore, more copies of the evening paper are sold. Meadville is probably a pretty barren newspaper field. The editor of Rowell's American Newspaper Directory has never been able to learn that any of the four papers issued there, morning or evening, ever secured regular daily sales of so much as 1,000 copies. Maybe Mr. Menold is not really so much interested in knowing which paper is best for family reading as he is in knowing which actually gets the most reading in families. Judging the two by the looks of them PRINTERS' INK would be inclined to believe one just about as good as the other, but that the evening paper is read by more women, because it goes more universally into homes, and is sold at a lower price. Without doubt more women will be interested in the story of an old will found in a Bible than in the arrival and departure of steamships. The comparative value of the two papers reminds the writer of a momentous question he once heard propounded at a minstrel show. This was it: If a man marries a woman and a woman marries a man, and he haint got nothin' and she aint got nothin', who does the things belong to?—[EDITOR PRINTERS' INK.]

MAKE claims you can fulfill—then fill 'em right up to the rim.—Profitable Advertising.

THE DANIELS DINNER.

A committee of prominent publishing and advertising men is making arrangements for a testimonial dinner to be given to Mr. George H. Daniels, in the ballroom of the Waldorf-Astoria, on February 20, 1906, in recognition of his long and efficient service as general passenger agent of the New York Central Railroad, and the taking up of his new duties as general advertising manager of the New York Central lines.

FOLLOW-UP SHOULD GO DEEP.

An inquiry is like a gold mine; its value depends on how it is worked.

Nobody ever got rich out of a mine by scratching over the outer service soil with poor tools and poor mining judgment.

And nobody ever turned an inquiry into an order by going after it with a poor follow-up and weak literature.

It takes brains and tenacity—good tools and good judgment—to dig out nuggets or orders. And the man who works without either of these is dumping his time and capital into a sink-hole.

Prepare not merely to stake a good claim, but to dig out the nuggets it contains. Work not simply to land a big batch of inquiries; but see that your follow-up can turn them into money.—*Letters, Chicago.*

Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

WANTED—Descriptive writer and advertising solicitor, Southern States. SEMI-TROPIC, Jacksonville, Fla.

WANTED—Reporter on small city daily. Good salary to experienced young man. EAGLE, Butler, Pa.

WANTED—Sample copies of publications suitable for Real Estate advertising. TRAUB BROTHERS, Cumberland, Wis.

An experienced advertiser and illustrator seeks position with an advertising agency or department store. "W. F. A." care of Printers' Ink.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

YOUNG man of selling ability who is willing to start at small salary with high grade house. Experience not necessary. HAPGOODS, Suite 511, 300 Broadway, N. Y.

POSITIONS open for competent newspaper workers in all departments. Write for booklet. FERNALD'S NEWSPAPER MEN'S EXCHANGE, 368 Main St., Springfield, Mass.

OPPORTUNITY OF A LIFETIME for a live, hustling, real estate man. Address SEMI-TROPIC, Jacksonville, Fla.

WANTED a Republican or independent daily, Illinois preferred, in city of 15,000 or more. Might consider half interest and business management. "I. M. H.," care of Printers' Ink.

ELEVEN physicians are getting rich in Troy, Ohio. The RECORD, only daily, is read by 70 per cent of their victims. High-class medical propositions accepted. Minimum rate, 4c. plates.

CONCERNING TYPE—A Cyclopaedia of Every-day Information for the Non-Printer Advertising Man; get "typewise"; 64 pp., 30c. postpaid; agents wanted. A. S. CARNELL, 150 Nassau St., N. Y.

WIRE OR WRITE (WILL MAKE GOOD) PRINTERS' INK for experienced adv. or bus. mgr. Good recommendations. South or Southwest on afternoon daily preferred. Salary \$1,300 per year. "B. J. H.," care of Printers' Ink.

EVERY ADVERTISER and mail-order dealer should read THE WESTERN MONTHLY, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. THE WESTERN MONTHLY, 215 Grand Ave., Kansas City, Mo.

EXPERIENCED newspaper man will entertain proposition to become bus. or adv. mgr. on live afternoon daily, or will accept position as adv. mgr. for medicine co. or reliable mercantile establishment. Salary, \$1,500 per year. Prefer South or Southwest. Address "W.," care P. I.

WANTED—A young man with some experience in advertisement writing to assist in editorial department of large manufacturing concern. While salary is not large to start with position offers good future to right man. Address THE SHERWIN-WILLIAMS CO., 104 Canal St., Cleveland, Ohio.

ADWRITERS WANTED—Commission basis. Amateur and others make big money with us. Two dimes, if sent now, signifies that you mean business, and we send in return suggestions and materials to work on. ARCHBOLD ADVERTISING AGENCY, 100 Laverne, Cleveland, Ohio.

THE SEMI-TROPIC, Jacksonville, Florida, wants address of every real estate dealer who wishes to increase his business.

YOUNG man (35), good personality, versed in general business; good literary ability; now engaged in general writing, desires to invest \$30,000 in A1 publishing or other business along literary lines with active service. Location, New York. Full particulars to receive attention. THE CAPITAL CO., 35 Nassau St., New York.

WANTED—Advertising manager for strong evening paper in Middle Western town of 60,000. Must be high-class salesman with experience in cities of this size; sober and absolutely reliable. Fine and permanent position for the right man. Salary \$30 per week to start. Best of references required. Address "EVENING PAPER," care Printers' Ink, giving references.

YOURS FOR \$2,500. Advertising writer, drawing \$2,500 a year, is open to engagement. Present position distasteful. Experienced in all lines of advertising. Well seasoned ideas. Able to handle every detail and shoulder all responsibility. Preference—large manufacturing proposition—Eastern town. Will not consider less than \$2,500 to start.

Address "JANUARY," care Printers' Ink.

YOUNG MEN AND WOMEN of ability who seek positions as advertisers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 30 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$3,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL Advertising and Business Expert, 1705 Temple Court, New York.

CARD INDEX SUPPLIES.

THE CARD INDEX QUESTION will be quickly and easily settled by getting catalogue and price from the manufacturers. This means us. STANDARD INDEX CARD COMPANY, Rittenhouse Bldg., Phila.

PRINTERS.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

WE print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. THE BLAIR PTG. CO., 514 Main St., Cincinnati, O.

ADVERTISING MEDIA.

THE BILLBOARD, America's Leading Theatrical Weekly. 12th year. Cincinnati, O.

THE EVANGEL. Scranton, Pa. Thirteenth year: 20c. agent line.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

MONEY here to invest in land. Sales made by our real estate ad column; 1c. per word one issue; 2c. word for month; 5c. word three months; cash with order. GAZETTE, Virginia, Ill.

N. E. P. J. is a publication devoted to poultry, and reaches the farmer and fancier, who are the mail-buying people of the country. Advertising rates on application. Box 28, NEW ENGLAND POULTRY JOURNAL, Hartford, Ct.

Real Estate Record
MONTREAL, CANADA
MONTHLY CIRCULATION
2,000

REAL ESTATE MEDIUM
All of the real estate advertising in RICHMOND, VA., is printed in the official medium,
The Evening Journal

All of the agents have accepted the JOURNAL and are more than satisfied with results.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. THE KINSLEY STUDIO, 345 E-way, N. Y.

STOCK CUTS.

WRITE for our catalogue on your business letterheads. STANDARD ENGRAVING CO., Photo-Engravers, New York.

BUSINESS OPPORTUNITIES.

ESTABLISHED PAYING ADVERTISING AGENCY offered for sale at a low figure to a quick buyer. Owner's health requires change of climate. This is the opportunity of a lifetime for an outside salesman. Address for particulars S. BOOTH, 2432 Maryland Ave., Baltimore, Md.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

ADVERTISEMENT CONSTRUCTORS.

O. O. BUCK, Treynor, Iowa, specialist in booklets, circular letters, newspaper copy, etc. "G. RAINS OF GUMPTION," a 48-page booklet, with contents, which fully justify the title. 25c. JED SCARBORO, 887a Halsey St., Brooklyn, N. Y.

START YOUR ADS RIGHT.

Our original, snappy catch phrases will help you. They're time savers. 150 for 25c.

BAUR CO.,
807 Bergen St., Brooklyn, N. Y.

A Brainy Business Bringing Ideas from the Breezy West

Introduce them in your "follow-up," and notice increased returns. Address on your office stationery



FREDERICK WARD
(Originator of Illustrated Letters),
40 Dearborn St., Chicago.

Trying to guess the size of type ad is to be set in? The Advertiser's Rule has information that helps you to decide quickly.

By Mail 50 cents. Send for Folder.

L. ROMMEL, JR.
61d Merchant St., Newark, N. J.

DON'T YOU! When I "send for circular," as requested, and receive a poor, "cheaply" gotten-up one, I instantly conclude that the thing itself must also be "cheap and nasty,"—and whiz! into my waste-basket it goes. Now, it may easily be that the "thing" advertised was really first class, but the "penny wisdom" of its maker overlooked the unappeasable hunger and everlasting "near-by-ness" of that waste paper basket. I make lots of "advertising things" for the class that refuses to furnish mere "fodder" for that "W. P. B." You cannot prevent people from "taking your measure" with what you think "good enough" to send them. It's very costly to forget this—very costly, indeed.

No. 29. FRANCIS L. MAULE, 402 Sansom St., Phila.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. WALLACE & CO., 29 Murray St., New York, 1310 Pontiac Bldg., 358 Dearborn St., Chicago, Ill.

COIN CARDS.

50 PER 1,000. Less for more any printing. THE COIN WRAPPER CO., Detroit, Mich.

PRINTING.

SAVE MONEY
on YOUR PRINTING

We do linotype composition, book, job and periodical printing, for those who are financially responsible at prices materially lower than New York printers charge. Satisfactory work. Prompt service. Only 45 minutes from New York. Drop us a card to call. PERTH AMBOY EVENING NEWS CO., Perth Amboy, N. J. L. D. Tel. 98.

ELECTROTYPERS.

WE make the electrotypes for PRINTERS' INK. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. WEBSTER, CRAWFORD & CALDER 45 Rose St., New York.

TRADE JOURNALS.

"REAL ESTATE," Amsterdam, N. Y., circulation 3,000, for real estate dealers and owners; \$1 a year; names of buyers each month.

CARDS.

POST CARDS of every description are made by us. We ship to all parts of the world. Particulars on request. C. S. SOUVENIR POST CARD CO., 1140 Broadway, N. Y.

CLASS PUBLICATIONS.



20,000 Buyers

of (\$1,025,000,000 annually)
Hardware, Housefurnishing
Goods, etc.

Read every issue of the
Hardware Dealers'
Magazine.

Write for rates. Specimen
Copy mailed on request.
258 Broadway, N. Y.

TIN BOXES.

If you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break, are handy, and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cascarets, Huylers, Vaseline, Santol, Dr. Charles Fleisch Food, New Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. AMERICAN STOPPER COMPANY, 11 Verona Street, Brooklyn, N. Y. The largest maker of TIN BOXES outside the Trust.

ADDRESSING MACHINES AND FACSIMILE TYPEWRITERS.

AUTO-ADDRESSER—An office machine that saves 90 per cent. Besides selling the "AUTO-ADDRESSER," we make an IMITATION TYPEWRITTEN LETTER and fill in the address so that it cannot be distinguished from the real. We do wrapping, folding, sealing, mailing, etc. Ask us.

AUTO-ADDRESSER, 310 Broadway, N. Y.

HALF-TONES.

PERFECT copper half-tones, 1 col., \$1; larger 10c per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

WE make half-tones for advertising property either in booklets or newspapers. Send us photographs stating your requirements and we will quote you prices. STANDARD ENGRAVING CO., Photo-Engravers, New York.

NEWSPAPER HALF-TONES.

2x3, 75c.; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller delivered prepaid, 75c.; 6 or more, 50c. each, cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 815, Philadelphia, Pa.

DISTRIBUTING.

DISTRIBUTING through the agency of the Bernard Advertising Service in Ala., Ga., Miss., N. C. and S. C., was tested five years ago by a trial order for distribution by the Peruna Drug Mfg. Co.; now their books are distributed four times annually throughout the Southeast by the Bernard Agency. You can learn the particulars from CHAS. BERNARD, 1516 Tribune Building, Chicago.

COIN MAILER.

1,000 for \$3. 10,000, \$30. Any printing. Acme Coin Carrier Co., Ft. Madison, Ia.

NEW BOOKS.

Teasing Love Letter Every other line teases. Mail 10c to H. M. RICH, Desk 10, 107 N. Fremont Ave., Baltimore, Md.

EVERY Real Estate Man, Landlord, Tenant, Lawyer, Merchant, should have copies of "THE TEN YEARS' TENANT" and "THE TYPEWRITTEN LETTER," 12c. each postpaid. MONITOR PUBLISHING CO., Drawer 637, Cincinnati, Ohio.

ADDRESSES FOR SALE.

LIVE NAMES (Fresh, Helberg, South Omaha, Neb.)

FOR SALE.

FOR SALE—Goss Clipper Press, in good condition; 14,000 an hour; a bargain. GEORGE B. CRATER, Raleigh, N. C.

\$5,000 SECURES control of monthly magazine that will stand full investigation. Party able to devote part of time preferred. Address "D," Printers' Ink.

\$40,000 ANNUAL PROFIT. Old-established corporation publishing three magazines, one of which is a trade paper, offers one quarter or half interest with a view of gradual control. Technical knowledge not essential, but publishing experience of great value. Investment necessary from \$25,000 to \$50,000. Address "EDITOR," 104 Riverside, New York.

FOR SALE—One three-roll Scott perfecting press, with stereotyping outfit. Prints 4, 6, 8, 10, 12, 16, 20 and 24 page papers. Can be seen in operation. Also three linotype machines and full composing room equipment for a daily newspaper. For particulars address THE HEROLD COMPANY, Milwaukee, Wis.

SUPPLIES

NEW TYPE, 2c. lb. EMPIRE FOUNDRY, Delevan, N. Y.

I HAVE customers for genuine bargains in serviceable printing machinery, type, etc. What have you to offer? L. S. COTTRELL, Newport News, Va.

NOTE HEADINGS of Bond Paper, 5/8x3 1/4 inches, with envelopes (laid p). 100 for 65c.; 250 for \$1.10; 500 for \$1.60; 1,000 for \$2.50; 2,000 for \$4.50; 5,000 for \$11.00. Send for samples. MERIT PRESS, Bethlehem, Pa.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

FREE samples of Bernard's Cold Water Paste will be sent to any publisher, paperhanger, photographer, cigar maker or manufacturer who uses paste for any purpose and will test its merits. BERNARD'S AGENCY, Tribune Building, Chicago.

ADWRITING.

89 Adwriting Rules 10c.

Any retailer can readily adapt the contents of this booklet to the successful promotion of his wares, because it contains only practical information.

L. ROMMEL, JR.
6rd Merchant St., Newark, N. J.

REAL ESTATE.

REAL ESTATE people and others, test our weekly (1,400 readers) with a 3-line ad 3 mos., 15 times) with paper to you each week, for 25c. (¼ regular rate. **THE CRITIC**, P. I. St., Frankton, Ind.

REAL ESTATE men can sell a safe 7 per cent preferred stock in a prosperous cranberry growing co., paying dividends quarterly. Write for booklet. **FULLER-HAMMOND CO.**, 88 Main St., Brockton, Mass.

REAL ESTATE AGENTS—Incise stamp for special proposition bearing on plans which insure positive and quick sales of farms. No property too distant to handle. No postals answered.

CHARLES H. LLOYD, 114 Nassau St., N. Y.

ARE YOU LOOKING FOR A HOME? IF SO, send for a copy of the **REAL ESTATE JOURNAL**. It has over 3,000 different properties advertised in it and reaches 35,000 readers each issue. Advertising rates 2c. per word. Send 10c. in silver and we will send the **JOURNAL** for two months on trial. Cut this ad out, as it will not appear again. **FARM & REAL ESTATE JOURNAL**, Traer, Iowa.

REAL ESTATE DEALERS controlling property suitable for Physicians' Residence, (Office or Sanitarium, can be brought in contact with prospective buyers or renters by advertising in the **JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION** (103 Dearborn Ave., Chicago, Ill.). It makes a specialty of classified advertisements of this kind—inserting more than any other publication. Reason: Results. Circulation, 40,000 copies weekly. Send for a handy **TELEPHONE CARD** free, also sample copy and advertising rates.

Chicago Real Estate MANAGED.

15 Years' Successful Experience.

CALVIN DICKEY,
90 Washington St., Chicago, Ill.

Ideal Suburban Homes

—AT—

NARBERTH, PA.,

on the main line of the Penna. R. R., 7 miles from the Broad St. station, Phila. City conveniences, country air, excellent schools, macadamized streets, established churches, pure water, gas, electric lights, stores.

WM. B. GODFREY, the Real Estate Man, will tell you more. Let him know your wants.

A Master Of Graphic Writing Offers Real Estate, Steamship & Railroad

principals golden opportunity to surpass, in literary, artistic and advertising excellence, anything yet prepared in their interests. Let me write up your Landscapes, Mountains, Lakes, Islands and Seas. Correspondence invited from responsible representatives appreciating the value of forceful, high-grade advertising and willing to pay for exceptional trade obtaining publicity of every description. Use letter-head.

PEROY P. VYLE

(With The Hirsts)

518 Walnut St., Philadelphia, Pa.

You can sell your property at cost of

THE SHORTEST CUT

TO QUICK SALES

WE CO-OPERATE
WITH
REAL ESTATE
AGENTS

WRITE FOR
PLAN
TO DAY
FREE

1%

Payable after property is sold.

Full plan and particulars FREE.

National Real Estate Exchange, Inc.,
No. 900 Commonwealth Trust Bldg.,
PHILADELPHIA.

SIGNS.

The most important Advertisement for up-to-date **REAL ESTATE** Firms are

SIGNS

Tin, Wood, Paraffine (most useful and inexpensive), Muslin and Oil Cloth Signs are the best. We have them, and our prices and qualities are right.

Phone 1003 MELROSE, or a Postal card will bring Samples and Salesmen to your Office.

THE J. SAULNIER CO.,
700 Morris Avenue, New York.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

REAL ESTATE MAPS.

WE make zinc etchings from the tracings of real estate maps for printing on large prospectus circulars at lowest prices. Our plates can be used by any printer. Write for our price, stating size of cut wanted before placing order. **STANDARD ENGRAVING CO.** Photo-Engravers, New York.

PUBLISHING BUSINESS OPPORTUNITIES.

WE get up strong, space-saving, business-bringing ads for real estate men. **CHICAGO AD SETTING CO.**, 130 Dearborn St., Chicago.

IF your newspaper property is for sale write me to-day. I have a few good buyers on hand. **L. S. COTTRELL**, Newspaper Broker, Newport News, Va.

SPECIAL Household Publication—Having substantial list high-class subscribers, Representative high-grade advertisers. Showing \$3,700 net profit above owner's salary—Can be bought for \$30,000. Great opportunity in important field. Where no large property has yet appeared.

EMERSON P. HARRIS,
Broker in Publishing Property,
253 Broadway, New York.

ADVERTISING FOR ABSTRACTERS. The subject of land titles is not dry and uninteresting. It concerns the most vital interests of man—ownership of the home that shelters and of the soil that yields support.

I specialize on this one class of copy—advertising for Abstracters and Title Companies. My service will positively double the business of any company not now using advertising.

Get money out of your abstract books. Don't sit idly by. Send for particulars in my free booklet, "Better than a Bank."

GEORGE VAUGHAN, Box 44, Little Rock, Ark.

IMITATION TYPEWRITTEN LETTERS.

IMITATION Typewritten Letters, "Small Quantities at Small Prices," 100, 45c.; 200, 95c., 300, \$1.35; 500, \$1.95, prepaid. Write for booklet and specimens. HOPKINS CO., 1 E. 42d St., N. Y.

PAPER.

B BASSETT & SUTPHIN.
45 Beekman St., New York City.
Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical journal advtg. exclusively.

GOLDEN GATE ADVERTISING CO., 3400-3402 Sixteenth St., San Francisco, Cal.

H. W. KASTOR & SONS ADVERTISING COMPANY, Laclede Building, St. Louis, Mo.

THE H. I. IRELAND ADVERTISING AGENCY.
Write for particulars of the Ireland Service.
925 Chestnut Street, Philadelphia.

ALBERT FRANK & CO., 25 Broad Street, N. Y.
General Advertising Agents. Established 1872. Chicago. Boston. Philadelphia. Advertising of all kinds placed in every part of the world.

BARNHART AND SWASEY, San Francisco—Largest agency west of Chicago; employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

CANADIAN advertising promises results which invite most careful investigation. Write us for best list of papers to cover the whole field efficiently. **THE DESBARATS ADVERTISING AGENCY, Ltd.**, Montreal.

DIRECTORY OF NOVELTY MANUFACTURERS.

AGENTS wanted to sell ad novelties, 25¢ com. 3 samples, 10c. **J. C. KENTON**, Owego, N. Y.

CRYSTAL Paper Weights with your advertisement, \$15 per 100. Catalog adv. novelties free. **ST. LOUIS BUTTON CO.**, St. Louis, Mo.

REAL estate can be sold by using advertising novelties. Three samples—Nail File, Pencil Holder, Toothpick Case—10c. **J. C. KENTON**, Mr., Owego, N. Y.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. **THE WHITEHEAD & HOAG CO.**, Newark, N. J. Branches in all large cities.

NEW HIGH-GRADE NOVELTIES for souvenir and advertising purposes. Sample by mail with full particulars. 50c. Money refunded if dissatisfied. Special proposition to Real Estate Dealers.

W. R. BUMP,
Middlebury, Vermont.

PATENTS.**PATENTS that PROTECT.**

Our 8 books for inventors mailed on receipt of 6 cts. stamps. **M. S. & A. LACEY**, Washington, D. C. Estab. 1869.

S SHEPHERD & PARKER,
Solicitors of Patents and Trade Marks,
503 Dietz Bldg., Washington, D. C.
Highest references from prominent manufacturers. Hand book for inventors sent upon request.

POSTAGE STAMPS.

UNUSED U. S. or Can.; ship c.o.d. **R. E. ORSER**, broker, R. 6, 94 Dearborn St., Chicago, Ill.

PREMIUMS

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 34th issue now ready; free. **B. F. MYERS CO.**, 17 W. and 49 Maiden Lane, N. Y.

BUYER AND SELLER MEET

in the pages of the Real Estate Directory of

Country Life in America

A National medium for real estate advertising has long been needed by the agent or owner to get in communication with prospective buyers of country property scattered over the country.

COUNTRY LIFE IN AMERICA is the connecting link between out-of-town real estate sellers and buyers everywhere. In a recent number properties in 18 different States were advertised.

A well-equipped information bureau has been established in connection with the Real Estate Directory, and many letters of inquiry are received daily, which are referred to advertisers whenever possible.

We are sure it would pay you to advertise in **COUNTRY LIFE IN AMERICA** and get not only the benefit of a presentation of your proposition to the readers of this magazine, who are well-to-do lovers of the country, and many of them prospective buyers, but also receive the inquiries for property that come to us.

The interest in country living is growing tremendously, and **COUNTRY LIFE IN AMERICA** is largely responsible for it; if you advertise in its pages you will have the greatest influence in America behind you in making a sale.

Send for special low rates and information.

REAL ESTATE DIRECTORY,
Country Life in America
Doubleday, Page & Company
Publishers
133-137 East 16th Street, New York

A Trade Paper that Pays

Don't think, because you have no beekeeper's specialty to sell, that a BEE paper won't pay. Beekeepers are splendid buyers of anything that the farmer buys. The best way to reach him is through the paper that receives his first and best attention—**GLEANINGS IN BEE CULTURE**. Has a guaranteed circulation of 30,000 semi-monthly. Goes into every State of the United States, and Canada, as well as 60 foreign countries.

Ask your agency about us. **GLEANINGS IN BEE CULTURE**, Medina, Ohio.

BEFORE BUYING OR SELLING A FARM

Farming lands or any kind of property read

FARM LOANS AND CITY BONDS

80 to 100 pages each issue. One year, \$1.00; Sample copies, 10c.

ABSOLUTELY NO FREE COPIES

Largest paid circulation of any paper of its class in the United States. Carries more real estate and financial advertising than any other paper. Why?—Because we bring results.

FARM LOANS AND CITY BONDS CO.

T. P. KEATOR, Manager

153 LaSalle Street,

Chicago, Ill.

\$1,000

To the Real Estate Dealer who will first make Sale of my Home at **ISLE OF HOPE**, 8 miles from Savannah, Georgia, I will pay a Commission of

\$1,000

ISLE OF HOPE is the most charming coast resort on **SOUTH ATLANTIC** Coast for all-year home, as climate both winter and summer is both beautiful and exhilarating. Connected by Electric Car line with beautiful city of Savannah, with Automobile road that attracts the most enthusiastic auto drivers of the world. Fine salt water bathing, fishing and boating.

\$9,900 ft., fronting on
ISLE OF HOPE RIVER.

House has 12 Rooms, besides bath room, with exposed plumbing, and porcelain tub and marble fittings; linen closet; is finely decorated; gas plant, artesian well with hydraulic pressure, and hydrants throughout the grounds and garden; large porches and greenhouses, good servants' quarters, boat and bath houses, large wharf and swimming pool, with marine railway suitable for 30 ft. launch; fine shrubbery, large variety of roses, large fig orchard and pecan grove, stables, carriage and automobile houses, and very productive garden, with fine strawberry bed.

House is good as new; is well built, and every room has water view and sunlight, surrounded throughout with Burrows Invisible Bronze Wire Screens. "Is in every particular an ideal home," or will be a self-supporting property, as fish, oysters, fruit and garden are most productive. This property is situated in best neighborhood, near residence of Col. J. H. Estill, prop. Savannah Morning News and candidate for Governor of Ga., and Mr. J. G. Carson, pres. Merchants' Bank.

Price of property is \$10,000.

Terms: One-half cash; balance three years, interest 4%.

F. E. McARTHUR, Augusta, Ga.

Signs—Steel Signs.

I make Steel Signs for real estate dealers that last almost forever. They look better and last longer than wood signs, and are not a temptation to the small boy who wants a bon-fire.

Blue and white, or any colors desired.

Send me \$1.50 and reading matter for one sample, 14x18, or \$10 for ten. If you can use 50, send \$30. All prepaid.

If you prefer larger size, send \$2.50 for one sample 25x49, or \$20 for 10, or \$60 for 50. All prepaid.

Larger still, 38x62, one for \$6, ten for \$40, or 50 for \$100. All prepaid.

All delivered to your nearest R. R. depot.

If not satisfactory, return at my expense and money will be refunded or Signs made satisfactory.

The above terms to apply on first order only, just to get acquainted.

Sam W. Hoke, Mgr. Hoke Process Sign Works
Palisades Park, N. J.

(Just across the Hudson from N. Y.)

THE WISE ADVERTISER

knows that the highest scale of wages paid in the United States prevail in the States of **Montana, Washington and Utah**. Common laborers receive \$2.50 per day for 8 hours' work—skilled labor is paid from \$5.00 to \$8.00 per day of 8 hours. Where high wages prevail the people have money to spend.

THE POST-INTELLIGENCER, SEATTLE, WASHINGTON,

THE SALT LAKE HERALD, SALT LAKE CITY, UTAH,

THE STANDARD, ANACONDA, MONTANA,

stand at the head of the procession in the newspaper field, because they can sell more goods for the advertiser than any other paper or combination of papers published in their respective States.

WM. J. MORTON, Special Representative,
150 Nassau Street, New York.
87 Washington Street, Chicago.

Will sell at par to right man from \$20,000 to \$40,000 of a \$100,000 high-class publishing company that is now earning at the rate of \$5,000 net per month.

This investment should make 100 per cent during 1906; it is an exceptional opportunity for permanent and profitable returns.

Party purchasing must be willing to take or provide general office management soon. Address, "INVESTMENT," care Printers' Ink, New York City.

A TRUE FRIEND.

Office of the TIMES,
Eldorado, Ark., Jan. 12, 1906.

Printers Ink Jonson, New York, N. Y.:

DEAR SIR—Through the recommendation of J. A. Watson, Farmersville, La., I am sending you check of \$5.00 for a 100 pound keg of news ink. Mr. Watson is now with the TIMES. Please ship ink at once and send catalogue of your goods.

Yours truly,

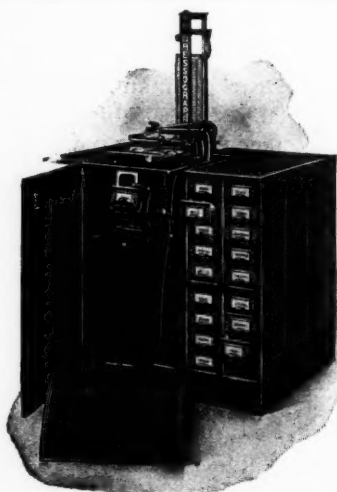
GEO. W. MASON, Editor.

The contents of the above letter pleased me more highly than if the order called for a ton of ink. Mr. Watson is a total stranger to me, but having used my ink successfully on the Gazette at Farmersville, La., he considered it his duty to impart this knowledge to Mr. Mason, his new employer, who in turn thought it worth while to risk \$5.00, hence the order. Send for my new sample book. When my inks are not found up to the highest standard of quality, I stand ready to refund the money. Address

PRINTERS INK JONSON

17 Spruce St.,

New York



Address Envelopes,
Bills, Statements,
Notices, Wrappers,
Newspapers, Tags.

Anything—every
thing with a simple
machine.

At the rate of 3,000
per hour.

At a cost of 3c. per
1,000.

**20,000
Machines in Use.**

Write for catalogue and
list of users in your city.

236 W. Van Buren St.,
Chicago, Ill.

ADDRESSOGRAPH CO.,

***Guaranteed net paid
daily circulation
exceeding
20,500 COPIES***

THE LOUISVILLE (Ky.) HERALD

(GEORGE A. NEWMAN, Jr., Publisher.)

**Leads the Louisville Procession
with a Gain of Half-a-Million Lines.**

During 1905 the Louisville Herald gained in display advertising, over 1904, **504,198** lines; its time-honored contemporary, the Courier - Journal, lost 39,906; the Times gained 53,541; the Post gained 22,106.

THE REASONS WHY:

**An Open Door Policy.
A Clean Newspaper.**

The Herald's circulation and cash books and paper accounts are open at all times to the inspection of all advertisers. Consistently during the past three years it has refused all objectionable advertising. Advertisers are guaranteed a net paid circulation in excess of **20,500** copies daily. Representatives: J. F. Antisdell, 52 Tribune Building, New York City, and C. D. Bertolet, 705 Boyce Building, Chicago, Ill.

The Times-Dispatch

RICHMOND, VA.

The **Want Ad** and Real Estate Medium
of Virginia.

**PUBLISHED IN 1905: 49,001 Want Ads
and
14,983 Inches of Display Real Estate Ads.**

No other paper in the State of Virginia approaches THE TIMES-DISPATCH in the importance and influence of its news and advertising columns.

THE TIMES-DISPATCH is the newspaper of the State of Virginia and its Want and Real Estate columns are the meeting place for the people of Virginia and adjoining States, as is shown by the number of clean Want ads and inches of Real Estate published in 1905.

Help Wanted,	Miscellaneous,	Total,	Real Estate,
10,383	38,618	49,001	14,983
			(Inches.)

The best medium for the permanent advertiser
is the medium for the new advertiser.

A postal will bring sample copies, rates and facts from Advertisers who are on the ground and know.

The Times  Dispatch
Richmond, Va.

Real Estate

If you wish to Sell or Buy,
Rent or Lease, first write to

The Outlook Real Estate Department

State fully what you desire in the real estate line—a Country House, a Farm or Ranch, Seashore or City property—and we will try to serve you. If you have property to sell, write fully, and through our system we can undoubtedly be of service to you. To get the information costs nothing and places you under no obligation. Address

THE OUTLOOK REAL ESTATE DEPARTMENT
287 Fourth Ave., New York

The National Classified WANT medium Every Week

The Outlook

A large proportion of the Want Advertisements in The Outlook bring the desired results. The Wants sell Books, Antiques, Automobiles, Carriages, Bicycles, Animals, Machines of all kinds, Stamps, Coins, Boats, Cameras, Printing Outfits, etc. They secure positions for Teachers, Governesses, Companions, Domestic Helpers, Stenographers, Librarians, Amanuenses, Agents, and are of great value to those seeking the services of any of the above. They bring many Business Opportunities and Situations. Whatever you want, state it in The Outlook, with its half million readers. The rate for notices in this Department is **Five Cents** for each word or initial, address included. Answers may be sent in care of The Outlook (count four words for the address) and will be forwarded to you if postage is paid. Send for circular, or better still send your Want. Address

THE OUTLOOK WANT DEPARTMENT, 287 Fourth Ave., New York

"REAL ESTATE"

A MONTHLY MAGAZINE DEVOTED TO ANYBODY
AND EVERYBODY INTERESTED IN REAL ESTATE

TEN CENTS A COPY : : : : : ONE DOLLAR A YEAR

A book of intense interest to everybody who owns a home, because it tells how to better a home, safeguards against losing it, what to do and what not to do—everything for the HOME MAN.

YOUR MONEY BACK IN SIX MONTHS IF NOT SATISFIED

REAL ESTATE will contain each month a page of names of purchasers for farms, hotels and stores. These names are obtained at a large expense by advertising in newspapers, magazines, circulars and billboards.

ADVERTISING.—From two to three pages will be devoted to criticism of and instruction in real estate advertising (principally for real estate dealers who would like assistance in framing and "steering" their ads), which will be of great benefit to advertisers. This department will give you suggestions for advertisements, will aid you in writing your own advertisements that will certainly bring you business.

SEEKING NEW LOCATIONS.—Another one of the good things. A page of names of concerns all over the United States that are looking for new locations. These names are taken from newspapers at a big expense, hundreds of girls clipping the papers for the names. You may have just the lot or building that is wanted.

REAL ESTATE LAWS.—From two to three pages will be devoted to real estate laws, giving decisions and laws appertaining to real estate. A full and complete record of any case will be furnished upon request. This department may save you hundreds of dollars.

FAKES AND FAKERS.—On the inside, as it were, or in on the ground floor. From two to three pages each month for the fakers. It is estimated that \$250,000 a day is paid into illegal schemes of all kinds. At present the fake oil wells and mines have their innings. Schemes that are barred from the mails, endless chain schemes, fake real estate sales and dealers that are unscrupulous in their transactions will be given attention in this department. Reports of corporations that are organized for swindling purposes will be published. Reports of oil companies, mining companies, insurance companies, and in fact any information of a reporting or commercial nature will be furnished.

REAL ESTATE DEALERS.—The names of real estate dealers will be furnished our subscribers. At no small expense there has been collected the names of real estate dealers in nearly every place in the United States with a population of over one thousand. Only names of dealers with unquestionable reputation will be published in our own directory of real estate dealers. Hundreds of business men own property in distant States that is unproductive. The dealers in our list are responsible, so far as we have been able to learn after careful inquiry, and if you have property to sell or exchange in any locality correspond with them.

Our magazine is full of real estate items of interest each month. A single number worth a year's subscription. Send \$1.00 and start with the next one—better and brighter than ever. It may save you a hundred.

REAL ESTATE, Amsterdam, N. Y.

THE GROWTH OF THE Kansas City Star

Last year, 1905, The Star, Evening, Morning (Times) and Sunday, carried over TWO MILLION MORE LINES of paid advertising than in 1903. The exact amounts are as follows:

TOTAL PAID ADVERTISING

Years	Agate Lines	Columns
1903	10,094,800	33,649
1904	11,141,706	37,139
1905	12,197,428	40,658

In the same period the combined daily circulation of The Star has increased nearly 37,000. The detailed daily circulation is shown herewith:

PAID CIRCULATION

(ALL WASTE AND FREE COPIES DEDUCTED)

Year	Evening and Sunday	Morning
1903	110,646	99,316
1904	122,478	120,862
1905	125,257	123,319

AS TO THE WEEKLY STAR

Since 1903 The Kansas City Weekly Star, with an *Exclusively Prepaid* circulation, exclusively among farmers, has increased by more than 22,000 copies per week. The average circulation for the 3 years was as follows:

1903	218,918
1904	226,125
1905	241,368

The plan that sold over eight million dollars' worth of Brooklyn real estate at retail for one firm.

I have been prominently identified with the largest Suburban real estate operations in the United States during the last twelve years, involving the sale—at retail, by instalments—of millions of dollars' worth of Suburban property in Greater New York and other large cities.

The plan which produced these magnificent results and which constitutes my system of selling may include any or all of the following, depending, of course, on the size and nature of the operation:

Newspaper Advertising, Magazine Advertising,
Preparation of Booklets, Letters, and other advertising matter,
Selling by Mail,
Organizing Agency Departments, both Local and Non-Resident,
Editing and Publishing House Organs, etc., etc., etc.

Brooklyn Eagle
December 9 - 1905

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Wood, Harmon & Co. Lose Manager.

A. E. Mueller has resigned his position as business manager of Wood, Harmon & Co., in which capacity he has had full general charge of the large local and out of town selling interests of that firm during its campaign of selling Brooklyn property, amounting to over \$8,000,000. It is understood that Mr. Mueller is perfecting an organization to continue his specialty of developing and selling at retail large tracts of acreage in Greater New York for those not equipped for such work, and that he will have the co-operation of several persons well known for their ability in this line.

James H. Land Reel

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Associated with me are men of wide experience in the respective branches of Suburban real estate selling.

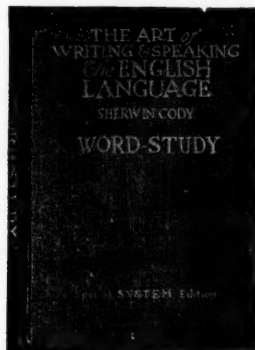
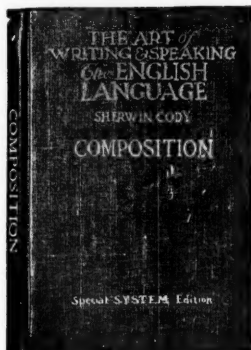
Correspondence solicited with responsible individuals or corporations financially able to conduct large operations.

A. E. MUELLER,

SPECIALIST IN DEVELOPING AND SELLING SUBURBAN REAL ESTATE,
140 NASSAU STREET, NEW YORK CITY.

I am prepared to furnish working plans to operators in the smaller cities, which will include full instructions as well as copy for all advertising matter, contract forms, etc., etc.

Letters That Sell Goods



These Four Books Tell How to Write Them

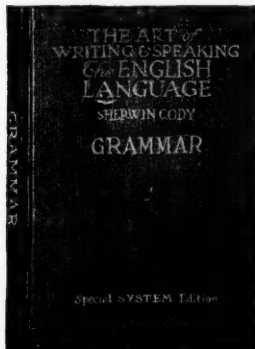
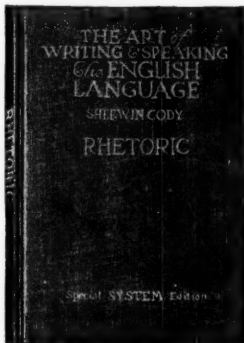
These books teach advertising men how to write convincing letters that sell goods; teach credit men to write tactful letters that bring in money and give no offense; teach correspondents how to write forceful, business-bringing letters; teach stenographers how to master correspondence; teach advertisement writers how to write strong, "pulling" copy. They form a complete college course in business English—to be read at leisure—to be put in daily practice at once. Many successful men are earning large salaries merely because they know how to state a business proposition clearly, tersely, concisely, forcefully. This set of books comprise the notable Sherwin Cody course in business English complete. Before being published in book form this course sold for \$25.00. Every business man, employer and employee should have this set ready for reference.

Make Your Letters Pull Orders

If you want your letters to have the "vim" and "go" of words that win; if you want to embody in your correspondence that "magic" touch, snap and personality that sounds a golden echo in your cash drawer—Mr. Cody's four little books will help you do it

Your Last Chance to Secure a Set

Your chance to get Mr. Cody's books of us at the special wholesale price of \$2.00 is almost at an end. But the offer will still hold good throughout October at least. How much longer we cannot say just now. But if you want to get in on this bargain price—giving you seven complete home study courses in English—in book form—you had better tear out this advertisement and mail it with \$2.00 to-day. Without the advertisement the price is \$3.00.



THE SYSTEM COMPANY

(For Desk 42)

New York

Chicago

London

¶ Discard your last year's
Directories and get

Ayer & Son's American Newspaper Annual: 1906

The new volume for the new year is ready now.

This book is made by the largest advertising agency in the country to meet its own needs. It is, therefore, of practical value to everyone dealing with the newspapers.

Circulations are printed in plain figures, as they ought to be. Why should a man have to unlock with a key information for which he has paid?

The 1905 State census figures, as far as published, are used in the Gazetteer paragraphs.

The 1905 edition was exhausted in July. Order the 1906 volume now and get the advantage of twelve months' use.

The Annual will be sent anywhere, carriage prepaid, on receipt of \$5.00.

A descriptive circular if you prefer.

N. W. AYER & SON
PHILADELPHIA, PA.

Real Estate Men Can Double Their Incomes



A few high-grade real estate men, operating established, profitable offices, can make extremely desirable arrangement for representing us in their own locality, in the sale of stocks, bonds and real estate.

We are the oldest and most substantial house of our class in the Union and our investment securities are in every instance representative of established, going enterprises.

They are securities that you can give your hearty personal endorsement and feel safe in recommending to your friends and fellow townsmen.

To the right kind of a man—able, alert, of good judgment, possessing a knowledge of human character and with the qualities of expert salesmanship, who is located in a territory in which we are not now represented—we can offer a commission that will enable him to clear anywhere from \$1,000 to \$10,000 per year, according to his ability and the amount of time he devotes to the work.

We do not care to hear from men who have only odd moments at their command, from chronic failures, ordinary salesmen or clerks.

We do want to hear from real estate men, insurance men, lawyers and business men in general, who honestly feel that they can make good on a proposition of this kind.

There is a big opportunity here for the right kind of man.

Address with record of past and present work, giving as complete an idea as possible of what you are doing at present, together with at least two first-class references.

W. M. OSTRANDER (Inc.)

AGENCY DEPARTMENT.

350 North American Building, Philadelphia.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Among its most loyal friends PRINTERS' INK counts a large and steadily increasing number of real estate dealers. More and more of them are coming to the Little Schoolmaster for instruction in advertising, many of them attribute a large measure of their success to his teachings, and he, in turn, freely acknowledges that some of his bright pupils have helped to teach him. The Little Schoolmaster hopes to see a still larger attendance by real estate scholars, and more written recitations in the way of ad compositions which have appeared in the papers. He promises careful attention to each of them, to criticize where criticism seems likely to be helpful, and to hold up as examples for emulation by the entire school the work of those whose efforts deserve such recognition. He even encourages "copying," when it can be done without injury to the originator; for the copier may thereby become more interested in the work, see the benefits of it and become a creator of good things all his own. New scholars will find a particularly interesting lesson in descriptive real estate advertising, beginning on page 3 of PRINTERS' INK for December 20, and reprinted in Mr. Rowell's book "Forty Years an Advertising Agent."

A Short, Snappy, Even Slightly "Sassy" One From the Brooklyn (N. Y.) Daily Eagle.

Sleep

on this till Tuesday or Wednesday, say. Take sufficient time to lose splendid opportunity for a nobby 2-story and basement house on Monroe st. at \$3,800. We'll then be able to oblige you by stating that it's gone —also the chance to make your own terms.

BRYANT,
Brooklyn, N. Y.

Each of Mr. Reed's Ads Appearing in the Amsterdam (N. Y.) Evening Recorder, Is Followed by a Testimonial to His Honesty and Business Ability.

Rent

is the landlord's graft. It is the easy money which builds up his fortune and makes him a leading citizen in the community at your expense. He gets it honestly, but he gets it easily; far easier than you ever get it to pay him. Have you ever thought this over, if not why don't you? Right now. And when your common sense has taught you the folly of paying rent all the time write to us for advice and we will tell you what to do, and won't charge you a cent.

Where can you find a pleasanter location than Pearl street?

No. 28 Pearl street has a lot 25x186, 11 room brick house, with furnace, for only \$5,000. Your own terms as to payments. Folio 3076.

Farms, hotels and stores for sale and exchange by

H. L. REED,
Amsterdam, N. Y.

We will exchange lots at Van Bergen Park with any dissatisfied purchasers.

H. L. Reed, Amsterdam.
N. Y.:

Fully appreciating your services in the selling of our farm we did not long hesitate when we again placed city real estate in your hands for exchange, and have found your charges very reasonable in all your transactions. We take pleasure in saying to anyone who has real estate to sell or exchange that they can more readily find a buyer through your office than anywhere else.

W. H. GILGORE,
Amsterdam, N. Y.

Herald-Despatch Co., Publisher.
THE DECATUR "HERALD."
237-239 North Main Street,
F. S. Dodd, Manager,
DECATUR, Ill.

Editor Ready Made Department:

A few days ago, Mr. J. S. Campbell, one of Decatur's old established real estate dealers, said to me: "If you can sell these Missouri farms by advertising in the *Herald*, go ahead, you're the doctor." I went ahead. The enclosed is the first of a series of eight advertisements. It appeared this morning. Do you think they will appeal to the farmer? The next copy I intend to make stronger by underscoring several important clauses. Yours truly,

E. A. HOLMAN, Mgr. of Adv.

I believe that this ad is well calculated to appeal to the farmer, and impress him favorably. The headline is pretty sure to rivet his attention, especially if the harvests in his vicinity have not been particularly good; and the contrast in cost, between the Missouri farms and those in Illinois which are no better, should be a strong point. It is hardly correct to say, "You could not buy the same land in Illinois," etc. It is absolutely true, of course, and will generally be understood exactly as the advertised intended, but it should read, "You cannot buy equally fertile land in Illinois," etc., or something conveying that idea so clearly that the advertiser cannot be accused of hiding an untruth behind a statement whose truth cannot be questioned if taken literally. The ads following this one should each describe briefly one or farms of similar size, giving location, natural and other advantages, and quoting prices, with a foot-note stating that the list contains many other properties and giving their average.

This will make a more direct and forceful appeal to the farmer who has in mind a farm of a certain sort and size, and if such a farm as he wants is not at first described, he will either watch for further descriptions or write for them. Some of the ads should also exploit the possibilities of the farms as investments; in fact they

would appear no less attractive to the farmer if a hint of this were embodied in each announcement—a dozen words will do. This ad appeared last August, so, of course, the statements as to cups were based on the known results of 1904 and the indications for 1905:

GOOD HARVESTS IN MISSOURI.

Missouri is one of the greatest of the corn and wheat growing States. Its total output of grain last year compared favorably with other States in the very heart of the corn belt. This year the crops will be even better.

But the best farming land in Missouri can be bought for \$30 to \$50 an acre. You could not buy the same land in Illinois for less than \$150, and then you would have to look around a good while to find a seller.

We have fifty-one choice farms ranging from 60 to 300 acres in Henry County, Missouri, 83 miles southeast of Kansas City, and from 3 to 8 miles from Clinton, the county seat. None of the farms are very far from the railroad, as both the Memphis and the M. K. & T. railways run through Henry county. Are you interested? Would you like to see this land? We will pay your expenses down if you become a purchaser

J. S. CAMPBELL & CO.,
Decatur, Ill.

A Good One From the Philadelphia Evening Bulletin.

"Idle Curiosity"

took me to Haddon Heights. I returned home the owner of two lots there. The charm of the place is irresistible. My home's there now. Thirty-eight minutes after I leave my office in the Bourse, I'm at my own fireside. For anybody who's business is east of Eighth st., Haddon Heights is a nearer home-place than many of the residential sections of Philadelphia. And it's a heap-sight better." We can give the name of the man who said this.

HADDON HEIGHTS REAL
ESTATE CO.,

Philadelphia, Pa.

Try Haddon Heights for
that want-to-get-a-home feeling.

JOHN W. CRANE COMPANY,
Real Estate Brokers.
285 Main St., Opp. Postoffice.
SPRINGFIELD, Mass.
Editor Ready Made Department:

We are enclosing you a few of our ads, and would be glad to have your criticism upon them. We advertise largely in our local papers, and these are specimens of the ads we are running. Yours very truly,

JOHN W. CRANE CO.,
Per A. S. C.

The Crane ads, which by the way contain a very appropriate eye-catcher or trademark in the cut of a crane, succeed in saying a great deal in a small space, and say it well. Some of them start with an apt quotation, others plunge at once into their subjects; all are good, though prices are conspicuous by their absence. Here, for instance, is an interesting description in very few words—just enough to whet the appetite of the home-seeker for more of the details that should make him a home-owner. And yet, there are those who will hesitate to ask the price for fear that a place so attractive will be beyond reach, when perhaps the figures would represent but little, if any, more than they expect to pay:

"There is a vast difference between wishing and winning. Many a good man has failed because he had his wishbone where his backbone ought to have been."

He will be a winner who buys this choice home at No. 3 Gunn square. Easy access to trolley, choice neighborhood. Every view a delight, fronting a gem of a park. The interior of house equally attractive, with 12 delightful rooms. Comfort, convenience and durability all are here. The price is winning also. JOHN W. CRANE CO., 285 Main St. Opp. P. O. Tel. 1098-3.

Why not print the price, and then catch the cheaper man with a line or two at the bottom reading, "Other good homes for as little as \$1,500," or whatever the lowest price limit is? A fairly contagious spirit of hustle permeates these Crane ads, as shown in the other examples, here reproduced:

Never a dull day here in this up-to-date Fish, Meat, Grocery and Vege-

table market; old and desirable stand; location an ideal one; light expenses; heavy cash trade; sales show growing patronage. Unless you mean business don't stop to look this up. Straight reasons for selling if done in 15 days. That means, of course, a special price. Remember, this is the first time this business has been on the market. JOHN W. CRANE CO., 285 Main St., Opp. P. O. Tel. 1098-3.

Let me tell you of a grand business chance; baker's complete outfit, horse, 2 carts, etc., all less than two years in the business; rent 40 cents per day; owner home sick—Must be sold at once. JOHN W. CRANE, Broker, 285 Main St. Tel. 1098-3.

"Among the Berkshires" 400-acre farm in Becket; 20 minutes from station; 20-room house, two barns, sheds, etc.; spring water at buildings; trout stream on farm; large orchard; high altitude, far-reaching views. Farm completely stocked. Low price, easy terms. JOHN W. CRANE, 285 Main St. Opp. P. O. Tel. 1098-3.

\$2,200—Think of it! \$2,200 buys this cozy and attractive 6-room modern cottage, built this year. Only few minutes from end of trolley line and in good as gold—\$550. Still another—worth cold water, bath—open plumbing. Lot 100x125, room for good garden; snug barn; poultry house. Everything spick span. \$400 down—that's all. JOHN W. CRANE CO., 285 Main St. Opp. P. O. Tel. 1098-3.

Full values clear through—meat, grocery, fish and vegetable market—Central location; always busy; good class patronage. Sickness compels sale at sacrifice price.

Coffee, Tea and Butter Store—Stock as good as new; fixtures neat and tasty; increasing trade; a hustler can make a good income here. Light expenses; ideal location. You'll like it when you see it.

Ice-Cream and Variety Store—Just the right location. The price will interest you—\$475. Here's another—as good as gold—\$550. Still another—worth more—cost more. Will inventory about \$2,000. Look these over.

One Milk Route—Not large—but route compact—out of business—then get in—price is low to-day.

One More Grocery and Meat Market—"Just around the corner"—but yet in the "busy mart." Heavy trade—very light expenses—low figures to dispose at once. Investigate and be convinced. JOHN W. CRANE CO., 285 Main St. Opp. P. O. Tel. 1098-3.

GEO. M. SMITH,
Real Estate,
Bank Stocks, Investments.
Court House Building,
WARREN, Ohio.

Editor Ready Made Department:

I take the liberty of enclosing several ads, which I have been running in the local dailies. They have yielded good returns, but I am sure there is chance for improvement and would be very thankful for any criticism you may offer. Yours very truly,
GEO. M. SMITH.

The ads submitted occupy about ten inches single column each, and appear under the standing head "Real Estate News," followed by the name, address and telephone numbers of the advertiser. Some of them are devoted entirely to residence properties, others include lists of vacant lots and farms, each under separate classification. But little attempt is made at description, in most cases each property being covered in a single line; but the location, size of lot and price are given in every instance, and in the case of residence property, the number of rooms also appears. For a dealer with a long list of properties to dispose of, I think this is a good kind of advertising. The man who wants to buy a residence, for instance, and has fixed his price limit, can follow down the price column under "Residences," as he might under another heading on a bill of fare, till he strikes his price; then he can quickly see whether there is room enough in the house at that price and where it is located. If his requirements seem to be met in these particulars, he is pretty sure to call Mr. Smith on the 'phone and find out all about "That place on Porter ave. at \$1,950." The man who is more particular about the location and size of the house than about the price, simply goes down the other side of the column, and, when he finds what seems to be the right one, gets the price at the end of the same line. I am a firm believer in printing prices, as a general rule; they save time for buyer and seller, and do not

necessarily drive away the man who wants to buy for a hundred or two less, if he thinks he has found what he wants. I see nothing to suggest, unless, for the sake of variety, a number of properties of the same general character, and only a few hundreds of dollars apart in price, be described in detail under some such heading as "Good homes at \$1,500, \$1,600, \$1,700, \$1,800, \$1,900 and \$2,000," and followed by a brief talk about other good values up to \$5,000 or so, very much as Mr. Smith has done in one of the ads submitted, only a little more so, and with more display.

Another Good One from the Washington (D. C.) Star. Makes a Definite Proposition—Price, Terms and All, and Gives a Brief Description of the Property.

Rent saved is rent earned;
Rent spent is
Opportunity spurned.
Mr. and Mrs. Homemak-
er, consider this.

We will sell you one of our homes for \$5 a month more than actual rent. Think what this means. By paying \$720 more than rent—under our terms—you pay off a debt of \$3,650, including all interest.

Do you realize how much money you squander in rent? Can you afford it?

Our terms are unlike other methods and have proved successful to 500 home buyers.

These new homes are the kind so many people have been looking for. Six big rooms; seven big closets; no waste space; every modern comfort; and a lot that is a small farm—over seventeen by one hundred and forty.

Price, \$4,250.

\$600 cash, and payments of \$22.50, which includes all interest.

112 to 128 Adams St. N. W.
Open until dark. One square north of First and W.

No side streets in this section. All streets north of W are named alphabetically.

MIDDAUGH AND SHAN-
NON, Inc., Owners.

"No place like home; no homes like ours."

Office, First and Bryant,
N. W.,

Washington, D. C.

Rowell's American Newspaper Directory

is a book published annually, which gives complete information about the greatest industry in the whole world.

* * *

It is complete, succinct and practical.

Collectively the newspapers and magazines of America own more power than all the governments on earth. In dollars and cents of capital and earnings, the business ranks with the greatest; and in importance, influence and real value, no other compares with it.

* * *

Conceive for an instant the obliteration of all the newspapers!

Imagine the discontinuance of all the magazines, and of those journals pertaining to the various trades and professions.

* * *

There are more than 23,000 different periodical publications issued in the United States.

* * *

Every county has its local weekly. Every city has its dailies. Every trade has one or more journals or magazines. Art and literature in their highest types are disseminated in the great monthly magazines and in the national weeklies.

* * *

The growth of these publications in strength and numbers has been coincident with the growth of business in America.

* * *

Newspapers and business are interdependent.

* * *

Without a dependable statistical record of publications, their growth could never have reached its present proportions, and the

difficulties of the transaction of general business would be multiplied.

* * *

Not only the advertiser is interested in Rowell's American Newspaper Directory, but every considerable business house has use for it. It is supplemental to the commercial agency book and the atlas.

* * *

It is a positive necessity to the man who expends even a few thousands per year in advertising.

It is a profitable investment for the man who expends as little as five hundred dollars per year.

It is valuably suggestive to the man who spends nothing for general advertising but who believes that "sometime" he may like to consider such a possibility.

* * *

Even to those who do not now, and never will advertise, Rowell's American Newspaper Directory is valuable for the information it contains.

* * *

The general prosperity and intelligence of any county, or any State, can be judged more quickly and accurately from a knowledge of its newspapers than from commercial reports.

* * *

A county with live newspapers is a live county and a good place to get business from.

* * *

Trade and credit are best where newspapers are best.

* * *

Rowell's American Newspaper Directory gives the name, location, date of establishment, publisher's name, size, date and fre-

quency of issue, politics and circulation of every publication in the United States and Canada.

These are classified alphabetically by towns and States, again by character, or class, or trade.

* * *
You wish to know the leading Republican newspaper in Des Moines—turn to Iowa and to Des Moines.

* * *
You wish to know if a paper is published in a new Oklahoma town—turn to Oklahoma and the town.

* * *
You wish to see graphically how many towns in Indiana are enterprising enough to support papers of over 1,000 circulation—turn to the map of Indiana, which shows such towns and no others.

* * *
You wish information of any given line of trade, but you do not know if, or where, or by whom, there is published any journal devoted to that trade—turn to the classification by trades and get the name, place, circulation and frequency of issue.

* * *
Is there a journal of taxidermy, of photography, of iron, of mining, of stoves, coal, or hay?
The Directory will tell.

* * *
Who better than the editor of a trade paper knows the new and old things of his trade?

The Directory will let you reach him with your query.

* * *
Do you wish to judge the conditions in any given town or city? Do you wish to know what your customer is pushing and what is his competition? Do you wish to write him an intelligent letter about his local conditions?

* * *
What better than an examination of his local newspapers containing his own and his competitor's advertising? Where will you find the names and addresses of the papers so you may secure copies?

These are a few of the uses of Rowell's American Newspaper Directory.

It should have a place in every business office where a knowledge of the general conditions of the next county, or the furthest State is desirable.

No man can spend an hour perusing its pages without acquiring a broadened vision of the country, its possibilities, and the facts and potentialities of his own business.

* * *
Rowell's American Newspaper Directory differs from other newspaper directories primarily in point of accuracy.

It was established thirty-eight years ago by Mr. Geo. P. Rowell.

* * *
Prior to its first issue, there did not exist any published list of American periodicals.

* * *
Through all of its years, the Rowell Directory has been the only one which made any serious effort to secure accurate circulation statements from publishers. Its strenuous pursuit of the facts about the number of copies actually printed has made for it many cherished enemies among those who did not wish the truth to be known.

* * *
Rowell's American Newspaper Directory is published by the Printers' Ink Publishing Company. It is an absolutely independent publishing enterprise.

* * *
Copies of the Directory are sold only for cash. Advertising space can be secured for cash only.

* * *
This is the only Directory of which these things are true.

* * *
It is the only Directory seriously regarded by large advertisers, and even advertising agents who publish directories of their own, generally find that they must depend upon Rowell's American Newspaper Directory for real information.

An Odd Proposition

My name is James Hancock. I am a distiller of the old school. I do not run a "grog shop" or a "jug joint," or a wholesale liquor house with a mail-order attachment on the side. I am a distiller in fact as well as in name. I make what I believe to be the rarest, most delicious and most palatable whiskey ever produced in Kentucky. It is an old time pot-still, open kettle, hand-stirred liquor (the only pot-still whiskey made in this country since 1879); a pure, straight, conscientious liquor, having that rich, thick delicacy and rare brandy-wine flavor that is never found in whiskies made of recent years. I know that my whiskey is fine, and I want to interest a few thousand people who would relish a drop of real, well-aged whiskey for home use, and who are willing to pay a reasonable price for a genuine, honest, conscientious article and to stick to it after they find out where to get it once.

What I want to do

I want to send a gallon of my "Old Hancock" Rye (Fall 1894) to any responsible real estate dealer or business man, strictly on trial, on the simple understanding that if it comes up to his expectations he will send me the price—Five Dollars—within ten days after receiving the goods, otherwise not. I want no money in advance. I will forward a gallon at once by express (in quart bottles, plain case, no marks). I will prepay delivery charges, I will take all the risk of the goods proving satisfactory, and I will leave the question of whether you want to pay for the whiskey or not entirely in your own hands.

My object in making this proposition is to secure permanent customers who appreciate something extra fine in the liquor line for home use and are willing to pay an honest price for an honest article if it suits. I am not a "mail-order concern" in any sense of the word. My capacity is limited to one hundred barrels a year, but what I make is right and straight and fine.

JAMES HANCOCK, DISTILLER

LUDLOW, KENTON COUNTY, KENTUCKY.

DISTILLERY No. 33, SEVENTH DISTRICT, KY.



To get the benefit of this offer you must mention PRINTERS' INK and write on your own letter-head, giving name of express company by which to send, or order won't be filled.

Duplicante.

ROWELL'S AMERICAN NEWSPAPER DIRECTORY



New York City,

Jan. 15, 1906.

RECEIVED of the Publisher of

James P. S. St. Paul, Minn.

One Hundred Dollars

for guarantee of circulation rating in Rowell's American Newspaper Directory.

THE PRINTERS' INK PUBLISHING COMPANY,

Publishers of Howell's American Newspaper Directory.

\$100.00

COMPARISONS

The absolute cornerstone of a stipulation relating in *Newly American Newspaper Directory*, or to be listed in the last issue of the book, must be a written statement from the publisher of a paper, of the actual income for a full year, as furnished by the Directory publisher, under a certificate of his licensed publisher, and the payment of one hundred dollars to the publishers of the Directory as a permanent deposit. The guarantee is perpetual so long as the newspaper continues to be published. The money paid is not returnable to the publisher in any title or under any circumstances.

"Forty Years an Advertising Agent"

BY

GEORGE PRESBURY ROWELL

A delightful and instructive book, whose author has for almost half a century been the most conspicuous figure in American advertising affairs. The first authentic history and exhaustive narrative of the development and evolution of American advertising as a real business force.

* * *

The book contains much of hopeful instruction for young men and women who have made, or expect to make, a knowledge of advertising matters a subject for study or a means of gaining a livelihood. It is supplemented by a comprehensive and exhaustive index, by means of which every reference to a name, thing, news, paper, book, periodical, advertisement, place, locality, quotation, subject of discussion, incident or anecdote may be turned to without search or delay.

* * *

Five hundred and seventeen pages, 5 x 8 set in long primer with many half-tone portraits. Cloth and gold. Price **TWO DOLLARS.** Sent postpaid to any address upon receipt of price. Address with check or postoffice order,

PRINTERS' INK PUBLISHING CO.

10 Spruce St., New York